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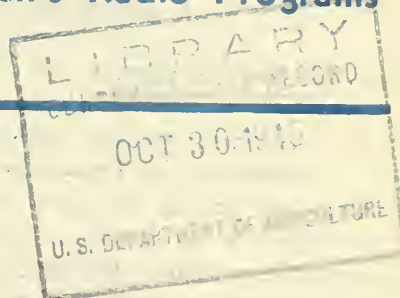
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DALLAS, TEXAS  
JULY 7, 1945  
NO. 27



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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War Food Administration  
U. S. Department of Agriculture

## THE HOME STOCK MARKET

U. S. Department of Agriculture personnel who work on Victory garden and home canning programs across the nation say they've received a number of queries lately as to how necessary home food preservation is. These questions have arisen, it seems, because government requirements for canned fruits and vegetables were reduced a bit.

You can assure your listeners that home canning is just as important as ever. It was chiefly because of tight civilian supplies of food that the armed forces adjusted their requirements downward. But the point to emphasize is that the home folks are still going to have less commercially canned foods than last year.

### This is how it is...

Civilians will get 19 percent less canned vegetables than they received from last year's pack and carry-over stocks. This year our carry-over is smaller... so civilians are going to have to depend on current production almost entirely. If you like figures to prove a point, here is the canned vegetable comparison. Civilians will receive over 103 million cases from the 1945-46 pack of vegetables. Last year they were allocated 127 million cases.

As for canned fruit, war requirements are still high. About 53 percent of this year's pack goes to military and other war uses. Your listeners know how many cans of fruit they were able to get with their ration coupons this past year. The quantity available from the 1945-46 pack will be 7 percent less... 31 and a half million cases where last year they got 34 million cases.



### SPONSOR A CANNING PARTY

Southwest homemakers who've been procrastinating about putting up those fruits and vegetables they need to keep their pantry shelves from being bare this winter might be interested in arranging a canning party at the nearest community cannery.

### Its fun...

There they'll be able to exchange recipes and news while labor-saving machines shell their peas... peel their peaches and tomatoes... and even take the pits out of cherries. In addition ... they'll be able to turn out a professional canning job... with an authority on the subject on hand to give them advice and to help them if they lack confidence in their own ability to operate the modern, up-to-date equipment that is there for them to use.

You can assure your listeners that the nation's 3,600 community canneries will be kept operating during the next six months. The U. S. Department of Agriculture recently transferred \$1,680,000 to the Office of Education for this purpose.



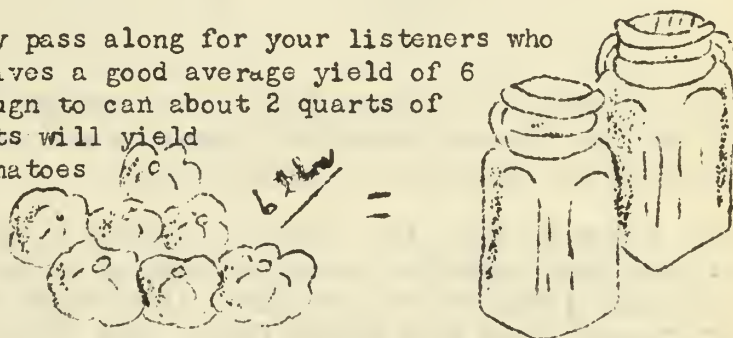
... and we need the food!

About a thousand of these community canning centers are located in the southwest. Texas has about 550 units, Louisiana 200, Arkansas 175, Oklahoma 152, New Mexico 22, and Colorado 12. You'll get an idea of the contribution they make to our food supply if you take this total and multiply it by 35 to 50 thousand quarts... which was the average outturn per unit last year. One southwest unit set a record... with 125,000 quarts. This year's food preservation in community canning centers of this section should be considerably above that for 1944, since more units are in operation.

Vocational Agricultural teachers in your community will know where the nearest community canning center is located. County Agents and Home Demonstration Agents also can give you details about centers in your area... or information may be obtained from U. S. Department of Agriculture, Office of Supply, Wilson Building, Dallas 1, Texas.

### JARS ON THE VINE

Here's some tomato arithmetic you may pass along for your listeners who garden and can. If a tomato plant gives a good average yield of 6 pounds of tomatoes, this will be enough to can about 2 quarts of tomatoes or juice. And 9 or 10 plants will yield ... on the average... a bushel of tomatoes or enough to put up 15 to 20 quarts. Tomatoes still rate among the best fresh food buys at southwest markets ... in case your listeners didn't grow their own.



### CAN THE BERRIES

July is a peak marketing month for many of our favorite berries. Since our military forces will need most of the commercially canned and frozen packs of these fruits, homemakers should watch local markets and preserve their own berry goodness for wintertime meals.

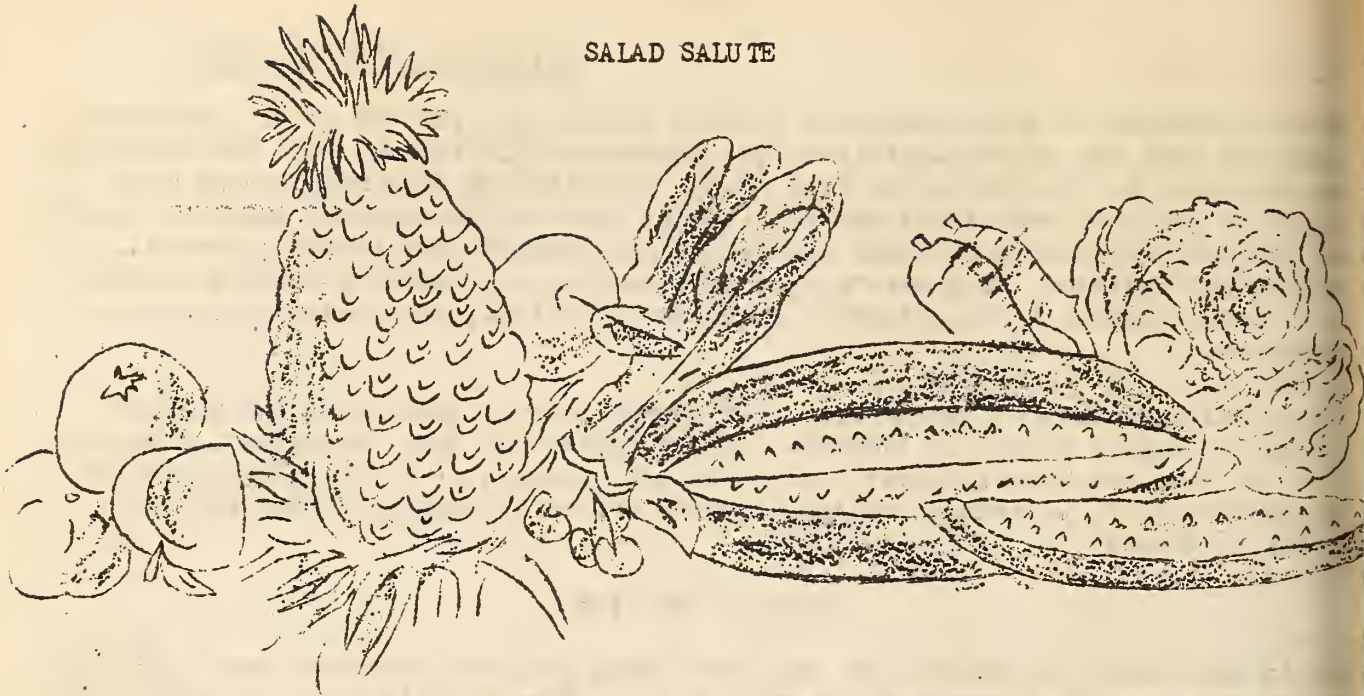
Raspberries are grown mostly in the northern part of the United States although some of the new varieties have been developed for the South. At present, four states... Michigan, New York, Oregon, and Washington have half the raspberry acreage. The crop, starting to be harvested, is small this year. Due to shortages of labor in the past two or three years, growers just haven't been able to keep up their plantings.

### Southwest crops...

Blackberries and dewberries grow throughout the United States. The three states leading in production are Texas, Oklahoma, and Arkansas, though blackberry acreage is scattered from Texas to Maine. Washington and Oregon claim a goodly crop of wild blackberries. Reports this year indicate that blackberries are more plentiful, and the supply should be coming on in volume in the next two to three weeks.

For an interesting sidelight on blackberries... you can tell your listeners the vine is cultivated as a hedge plant in the British Isles... where they apparently were plentiful as far back as Shakespeare's time. In his play King Henry IV, he said... "If reasons were as plentiful as blackberries..."

## SALAD SALUTE



Now, if ever, are perfect days... for salads. For four reasons: To beat the heat; to use the season's plentiful foods; to get your quota of vitamins for Victory; to exercise the esthetics of arrangement.

Take a fruit salad, for example. Arrange lush peaches...(remember the record crops)... and black cherries around a mound of cottage cheese... on a bed of romaine..... the whole sprinkled with pecans. It's a meal in itself. You can put any fruit arrangement into this summer frame. Try segments of melon and citrus and cherries, Or apples, fresh pineapple and oranges.

### Choose your recipe...

The classic salad, of course, and the one that esthetes pour their souls into, is the tossed green salad. Suggest to your listeners that they select a variety of greens... endive, romaine, chicory, spinach, fennel, watercress, dandelion, A garlic-ed bowl, a blue cheese dressing (in lieu of Roquefort)... the ubiquitous toss... and a feature dish is made.

If you want to suggest color in the salad, there're tomatoes, cucumbers, carrots, peppers, red cabbage, avocado and lettuce. The same inventory, all diced up, and mixed with sour cream... is a heritage from the old country.

Avocados are the answer to the perfect shell. Fill them with fruit; or stuff with chived cottage cheese; or let them hold crab meat or shrimp.

Fish salads, vegetable salads, jelled salads, tossed, greened, colored, fruited... salads are a summer's bounty.

## TWO - WAY STRETCH

The accompanist for many of our summer salads... mayonnaise... is in shorter supply these days because of the national shortage of fats and oils. The amount of oil for mayonnaise is limited to 60 percent of 1942 use.



Go easy on the dressing...

But your listeners will find more salad dressing than mayonnaise available... because less oil is required for salad dressing. Manufacturers can stretch their supply of oil and get more pounds of this product. Distribution of mayonnaise and salad dressings is up to the industry. These products are not rationed because oil is only one of the ingredients. If they were rationed it would be logical to ration such food products as doughnuts, potato chips, etc.

The homemaker can stretch her supply of salad dressing by thinning it with top milk, lemon juice or other fruit juices.

MARCH OF "TRAMPING" FEET

When you're telling your listeners about the fresh fruit and vegetable buys in your area, you might like some human interest details about the people who keep this produce moving to market.

"Fruit Tramps" these highly skilled workers have been called who take the farmer's crops and get them ready for the trip to the consumer. Though they don't get any medals, they're first class fighters on the home front. Their work is hard and exhausting, requiring quick eyes, capable hands, and the ability to work long hours without rest.

Their crops are never laid by...

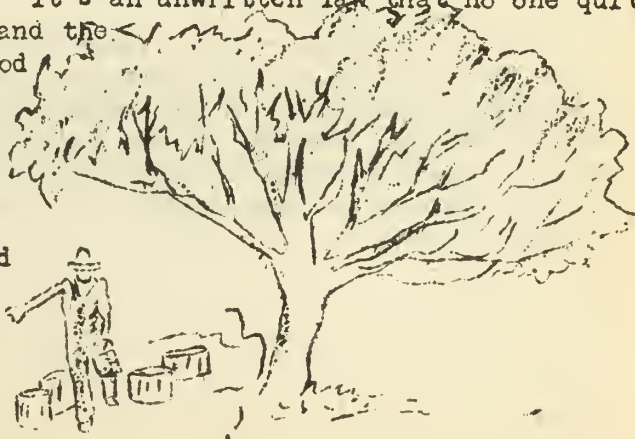
The work of fruit tramps is never done. Their livelihood comes from following the harvests up the East Coast, the West Coast... or diagonally across the nation from the Lower Rio Grande Valley in Texas to the fruit districts in Western New York. Like migratory birds these wandering workers return year after year to the same packing sheds. Often these workers travel in teams. A man and wife may be able to earn as much as \$50 to \$60 dollars in a peak working day. More often they have to borrow money to get to the next job. There is always the hope, though, that things will be better at the next place.

Enroute, fruit tramps may handle tomatoes, oranges, grapefruit, lemons, tangerines, peaches, cantaloupes, apples, and pears. Some of the less skilled workers may turn aside to help with field labor on the onion harvest in North Texas, the sugar beet crop in Colorado, or potatoes in Idaho.

... they work with skill and speed...

Packers can't be prima donnas for all fruits and vegetables must be handled fast or they will spoil before reaching our markets. It's an unwritten law that no one quits until the job is done, the products packed, and the streets clean. If a person quits without good reason, he usually has to find his next job in that area with another company.

As for terms of the trade, "Fruit Tramps" are the workers who follow the harvests all year. In some sections, beginners are called "Cowboys". "The Home Guard" work local jobs only. When a bin is empty a packer yells, "Take Five" and the other packers take five minutes rest until all bins have more fruit.



To these workers, a "Fruit Hog" is a worker who wants more fruit in his bin than he can handle... or one who wants to pack only the big fruit. The big fruit means more lugs packed and consequently higher returns.

Each pack of vegetables or fruit requires a different technique. Cantaloupes, melons, and other heavier produce are usually handled by men. The work on tomatoes, pears, or peaches is shared by men and women. Tomatoes are favorites, and there's always a tomato harvest somewhere in this country or in old Mexico.

... tomato technique...

Each tomato is wrapped separately in tissue paper and packed according to size and to a certain pattern so the lid of the container will fit snugly without bruising the fruit. Standard fee for packing these tomatoes is ten cents per lug... around 30 pounds. Forty dollars a day isn't uncommon in the peak period, but the laborer may work 16 to 18 hours in that so-called day.

Some of the fruit tramps make the containers needed for the pack. Lug makers are extremely proficient at their work. A workman grabs 15 or 20 or 25 nails between thumb and forefinger from a "stripper"... a device which holds long rows of tiny nails. These nails are fed one at a time to the correct spot and driven home. There is no lost motion when boxes under capable hands grow at the rate of almost two a minute. To become a top performer it takes about three years. These workmen last from ten to twelve years before they virtually wear out.

... homemaker's benefit



Few people envy fruit and vegetable packers the money they may earn in peak periods. The hours are long and the work is dirty. Home is usually a trailer. But if it weren't for our fruit tramps, we would all have a very difficult time buying plums, celery, lettuce, peppers, spinach, eggplant, carrots, squash, oranges, and grapefruit when a crop is out of season or not native to our particular section of the country.

CASH CACHE

It's an accepted fact that for most U. S. families, an investment in war bonds represents the down payment on home improvements to be made after the war. Farm families are no exception.

A survey on their post-war plans shows that southern tenant farmers want to own their own farms.

In the Great Plains region, where more small farms are privately owned, farm families look forward to more permanent and comfortable dwellings. Those who have electric current want to buy equipment. Those who already have a radio, an iron and a refrigerator hope to put in running water. Many who have running water are talking about getting family-size freezer lockers. Household equipment and furnishings in farm homes may call for the expenditure of 400 million dollars a year for several years.



### Avoid the rush...

When farm families buy will be as important as what they buy... say Economists of the U. S. Department of Agriculture. If people rush into the market all at once to buy everything they want and need, they are likely to boost prices and not get the full value for their money. Purchases spread over several years will be a better assurance of continuing prosperity than a sky-rocketing demand that fades out in a year or so.

### FLAMEPROOFED FABRICS

Among the Fourth of July accidents reported in the newscasts, it is very likely some were burns caused when highly inflammable material caught fire. Attention was focussed on this hazard in Washington, D. C., recently, when three children died of burns that occurred when their cowboy suits... made of a cotton or rayon material with napped surface... caught fire.



As a result, a move is underway to require permanent flameproofing of rayon or cotton materials with a napped surface... fabrics such as those used in children's cowboy suits, sweaters, night clothing, blankets, and draperies. Untreated, this material constitutes a serious home peril.

### A new process...

Processors have used effective flame-proofing treatments on fabrics for a number of years. But they have run into two difficulties. Either the treatment washed out too easily to be called permanent, or the treatment left the fabric stiff. It appears that this dilemma may be solved as the result of a process worked out by chemists of the Southern Regional Laboratory of the U. S.

Department of Agriculture. The method for flameproofing cotton, which they devised as a wartime development, leaves the material soft and pliable and yet does not wash out readily.

### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture.

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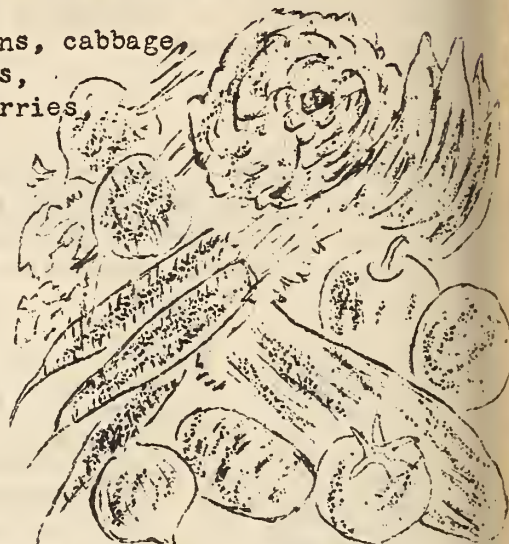
Variety and versatility feature the list of best fresh food buys at southwest markets this week, according to USDA's Office of Marketing Services. Included are eighteen vegetables suitable for salads, relishes and main course dishes... for use in raw or cooked form... either fresh or canned. In addition... the list names nine fruits... to add color, taste appeal and food value to meals throughout the day... from breakfast appetizers to dinner desserts.

Top ranking buys this week are peaches, tomatoes and carrots, followed closely by onions, oranges and cabbage. Further down on the list... but good buys nevertheless... are lettuce, squash, beets, cucumbers, potatoes and corn in the vegetable group... and apricots, watermelons, cantaloupes, and lemons for fruit selections.

Other local vegetables and fruits are good buys in the areas in which they are produced.

"BEST BUYS" AT KEY MARKETS

ARKANSAS:	<u>Little Rock</u> ....	tomatoes, lettuce, squash, California oranges
COLORADO:	<u>Denver</u> .....	lettuce, spinach, onions, cabbage, carrots, beets, turnips, peaches, apricots, cherries, oranges
KANSAS:	<u>Topeka</u> .....	apricots, cherries, peaches, tomatoes, cucumbers
	<u>Wichita</u> .....	oranges, apricots, peaches, carrots, lettuce, onions, tomatoes, potatoes, beets
LOUISIANA:	<u>New Orleans</u> ....	onions, peaches
	<u>Shreveport</u> ....	squash, tomatoes, corn, mustard, turnips greens
NEW MEXICO:	<u>Albuquerque</u> ....	lemons, peaches, apricots, plums, watermelons
	<u>Gallup and Santa Fe</u>	cantaloupes, peas, cabbage, radishes, green onions, carrots
	<u>Las Cruces</u> ....	oranges, lemons, Irish potatoes, tomatoes, cabbage, carrots, lettuce, cucumbers, watermelons, cantaloupes
	<u>Clovis and Roswell</u>	oranges, lemons, onions, cabbage, carrots, squash, celery
OKLAHOMA:	<u>Oklahoma City</u> ..	cantaloupes, carrots, corn, cucumbers, peaches, peppers, pineapples, tomatoes, watermelons
TEXAS:	<u>Fort Worth</u> ....	beets, cabbage, cantaloupes, carrots, cucumbers, corn, onions, oranges, peaches, peppers, squash, tomatoes, watermelons
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, tomatoes, peaches



PEACH CUP

A lovely Chinese ornament is called "peach cup"... it's made of white jade in the shape of a peach. The modern American "peach cup"... means something entirely different... but it's beautiful too. Furthermore... it satisfies the esthetic sense of taste as well as that of vision. And far from being a rarity... this dietary peach cup should have a prominent place on southwest menus during the next few months... because peaches are plentiful. A peach cup is a good breakfast appetizer... a delicious lunch treat... and the ideal finale for the most formal dinner.

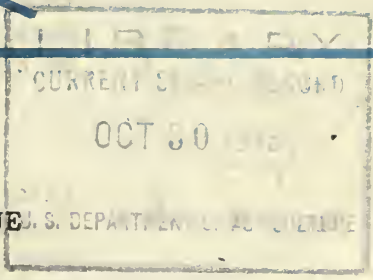


DALLAS, TEXAS  
July 14, 1945  
NO. 28



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



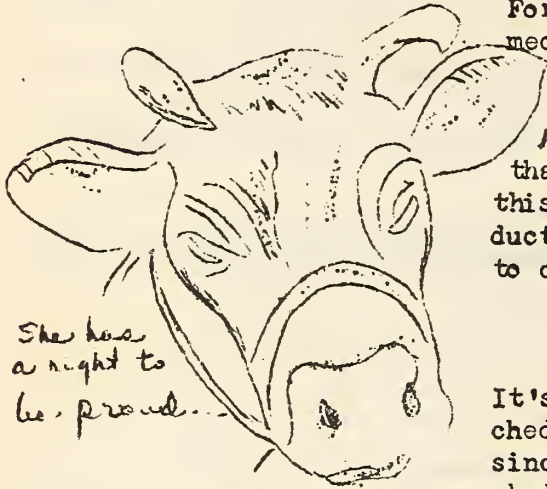
IN THIS ISSUE

- ON THE DOWN BEAT..... point values on cheese are lowered
- SUGAR COMPLAINT... and some of the reasons for the shortage
- MATTRESS MAKE-OVER.. tips on how to judge a good repair job
- SOME LIKE 'EM COLD..... something new in freezing peaches
- BUTTER NEWS.... civilian supplies are increased for August
- THE OIL SPREAD..... is getting thinner and thinner
- FAT FOR FAT..... how to substitute one for the other
- JULY FOOD FORECAST.. highlights from the latest Crop Report
- HERE'S TO HOUSING..... a good example of post-war planning
- BEST FRESH FOOD BUYS..... with cabbage and peaches leading
- DON'T PINCH..... it causes precious fruit to spoil

War Food Administration  
U. S. Department of Agriculture

## ON THE DOWN BEAT

Point values have been lowered temporarily on such foreign types of cheese as cream, blue, neufchatel and soft Italian varieties because of the perishable nature of these dairy products.



Foreign-type cheeses are made the year round for immediate use, but they haven't been so plentiful because war needs for cheddar... which can be stored over long periods... were more pressing. All restrictions on the amount of foreign cheese that could be made were taken off for a few weeks this summer... during the season of high milk production. Now it is necessary to reduce point values to clear up stocks.

"Bossy" did her part...

It's also been possible to reduce point values on cheddar and other less perishable cheese varieties since the first of the month. Civilian supplies of cheddar are somewhat larger at present not because of any let-up in war requirements but purely as a result of record milk production.

## SUGAR COMPLAINT

Homemakers who have difficulty getting canning sugar want to know the "why" for this shortage. The answers won't help get any more sugar; but if you pass them along, they should clear up some wrong beliefs.

The present "red tape" in getting canning sugar is partly an aftermath of 1944 when there were few restrictions and civilians drew 450,000 tons more than was necessary to do the canning. This year our stocks are the lowest on record... and though the Government anticipated the demand for home canning, still distribution always tends to get out of gear when a food is limited. Maximum allowance for canning sugar will be 15 pounds per person to keep within the amount set aside for home canning.

### The international situation...

You may hear some people say that too much of our sugar is going abroad. Such critics forget the international phases of sugar. Normally, many nations in the world bid for this commodity from the major exporting countries. Because some areas are out of production and sugar is short, every country would be bidding against the other for available supplies. The United States, having great resources, could probably pay the highest price... and also earn the ill will of the countries not as financially able.

Instead, the United States, the United Kingdom and Canada have contracted for practically all of the sugar produced by exporting nations. The three countries through the Combined Food Board work out allotments. British stocks are not as large as ours. This year, the civilians in these three countries will get about 73 percent of the amount they consumed before the war. No other major warring nations have achieved a comparable record. Shipment of sugar to liberated areas is made only to relieve the most acute distress.



... domestically speaking ...

Some critics also say that the United States has put the price of sugar too low to get production. As far as domestic production is concerned, subsidies to producers have been greater than at any time in history. U. S. sugar beet production has declined during some of the war years because sugar beets require considerable manpower... which wasn't available... and because a lot of beans and potatoes and other vitally needed food products were grown... with less labor... on sugar beet acreage.

Lower sugar production in Cuba... and to a lesser degree in Puerto Rico... is largely a matter of drought rather than price.

... no sugar for alcohol!

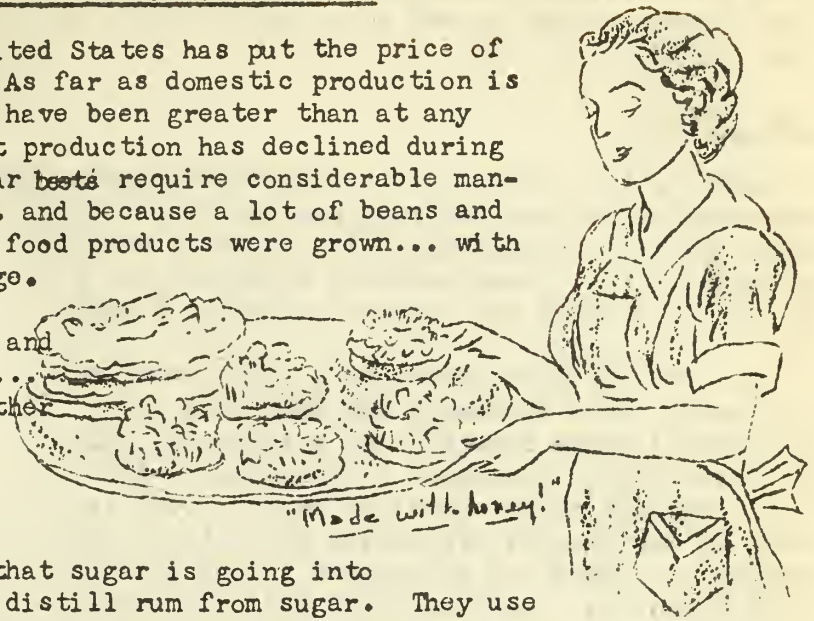
Another criticism you'll hear is that sugar is going into alcoholic beverages. Cubans don't distill rum from sugar. They use blackstrap molasses, a by-product which remains after sugar has been extracted from cane juice. Distillers get no sugar allocations. Nor do ships come in loaded with rum or other alcoholic beverages when they could be carrying sugar. At present there is sufficient shipping to carry available sugar to refineries in this country.

As for other industrial users of sugar in this country... cuts have been made for all major users to spread the hardship equally. Soft drink manufacturers, candy and ice cream makers get 50 percent of what they received in 1941... bakers get 60 percent. Pharmaceuticals get 110 percent but the total use for pharmaceuticals is small.

MATTRESS MAKE-OVER

Although new innerspring mattresses may not be available for sometime yet, many old ones can be made almost as good as new. Your listeners will welcome some tips on how to judge a good repair job... such as these suggestions from textile specialists of the U. S. Department of Agriculture.

- (1) Take the mattress that needs repair to a reputable workman.
- (2) A good repair job should include tying all loose ends of the coil springs and fluffing and replacing any worn out padding so the mattress will be firm and springy.
- (3) If necessary, have the ticking replaced. For most mattresses, 6-ounce ticking makes a good cover, but some mattresses may require a heavier fabric.
- (4) Always insist that all materials used in the mattress are thoroughly sterilized. This is required by law in most states.
- (5) It's a good idea to get a written estimate of how much it will cost to renovate the mattress. To make a repair job worth while, cost should not exceed one-half the cost of the mattress when new.

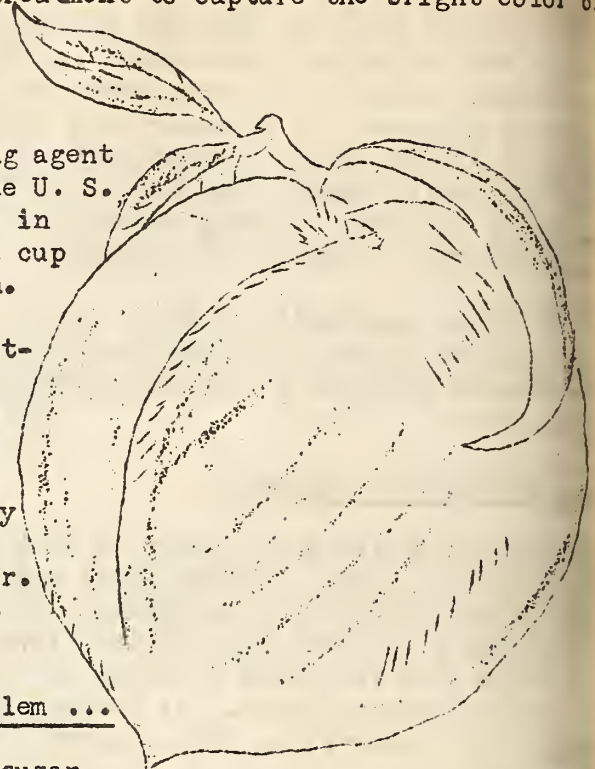


Tell your listeners who plan to freeze their share of the peach crop that something new has been added to the technique. It's a treatment to capture the bright color of the fruit.

Two ways...

Ascorbic acid (vitamin C) is one anti-darkening agent recommended by home freezing specialists of the U. S. Department of Agriculture. It should be added in powdered form... one-fourth of a teaspoon to a cup of sirup in which the peaches are to be frozen.

A less expensive treatment is a solution of citric acid. Your listeners may know this as artificial lemon flavor. The solution is made by dissolving a fourth of a teaspoon of citric acid crystals in one quart of water. Just as soon as the peaches are peeled and sliced, they should be dipped for one minute in the citric acid solution. Then they will hold their color. Ascorbic acid and citric acid are available at most drug stores.



... sugar problem ...

You can answer the inevitable question on the sugar required for frozen peaches by saying that the specialists recommend a sirup of three cups of sugar and four cups of water, or a pack in one part by weight of sugar to three or four parts by weight of fruit.

In cases where the peaches are fully ripe and rich-flavored, you might suggest that homemakers put up a frozen fruit puree to be used later in making peach velva. Directions for putting up the puree can be found in the bulletin "Making Velva Fruit At Home".

... ask for yours

As a special service to Directors of Women's Programs, we have a free copy of "Making Velva Fruit at Home" for you at our Area Office. Just write and request your bulletin from the Office of Marketing Services, 303 Wilson Building, Dallas 1, Texas

Since our Area Office supply is limited, tell your listeners they may obtain a copy of "Making Velva Fruit at Home" free of charge by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

BUTTER NEWS

Military and lend-lease claimants are reducing their butter requirements for August. This means that approximately 90 million pounds, as compared with 80 million pounds for the past few months, will then be available to civilians.

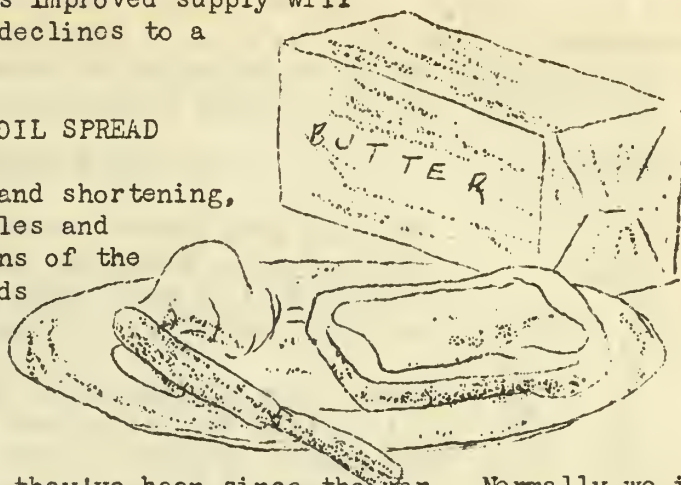
Another encouraging factor in the butter picture is that production at the end of June was slightly larger than a year ago. More favorable returns to farmers for butterfat... good pastures and other feed conditions this spring and summer... along with the cut in Government purchases... have all improved the butter supply for civilians.



It's too early to predict how long this improved supply will continue. Butter production normally declines to a seasonal low level in November.

### THE OIL SPREAD

Point values were raised on margarine and shortening, cooking and salad oils to slow down sales and even out distribution. In some sections of the country, supplies of these limited foods were moving too rapidly and other sections couldn't even buy any.



#### The low point...

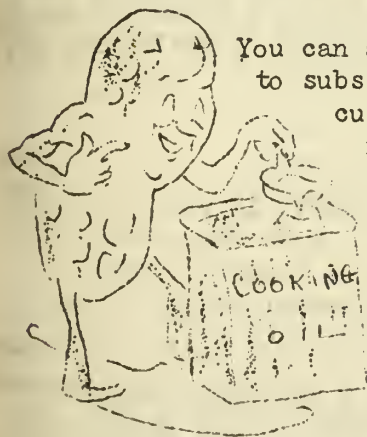
Right now fats and oils are lower than they've been since the war. Normally we import more fats and oils than we export. The attack on Pearl Harbor cut off our Pacific imports, and while the Philippines are back in our hands this source of oil has not yet been restored. Then a short pig crop last year cut production of lard by about a billion pounds. While our vegetable oils... soybeans, cottonseed, peanut and corn... have been increased, they still cannot take care of civilian, military and export demands.

... may go even lower!

Stocks of fats and oils will continue to sink lower until the crushings of this year's oilseed crops get under way this fall. Nor can we expect much in the way of imports. The world supply of fats and oils now available to the United Nations is short. Production from such countries as North Africa, Canada, Mexico and certain Pacific areas must be used to help meet world needs.

To stretch our supplies, the U. S. Department of Agriculture recently found it necessary to reduce the manufacturer's quota of fats and oils for margarine from 110 to 95 percent of the amount used in 1944. Shortening, cooking and salad oil quotas also were cut... from 80 to 77 percent of the base period use in 1940-41.

### FAT FOR FAT



You can advise the homemaker who's short on her favorite shortening to substitute. Food specialists of the U. S. Department of Agriculture say that in most recipes, she will get satisfactory results if she substitutes one fat for another, measure for measure. Something to remember when she replaces butter or margarine with creamed vegetable shortenings is that she will need to add a little extra salt... about a fourth teaspoon to each half-cup of the shortening.

#### In baking, it's different...

The homemaker may substitute lard, oils or home-rendered fat for shortening... measure for measure... in all cases except in baking where she uses a large amount of fat and tries to get a definite texture, (as in a cake).

In that case, she will find the various fats do differ somewhat in shortening power. Seven-eighths of a cup of lard, oils or home-rendered fat has the same shortening power as one cup of butter or margarine or, creamed vegetable shortening. Seven-eighths of a cup is one cup less two tablespoons.

### JULY FOOD FORECAST

The July Crop Report issued by the U. S. Department of Agriculture gives us assurance that food production in the United States will be well above average this year... if not quite in the bumper class of 1942 and 1944.

Farmers have planted about 350 million acres in the 52 crops which will furnish the nation most of its food. This is the second largest number of acres planted since the war... falling a bit from the record of last year.

Good news comes in the increases in food grains. The wheat crop at 1,129 million bushels is 50 million bushels over the bumper crop last year. There is a record rice harvest in prospect and more oats than in 25 years. Also important to homemakers is the increase in sugar beets and cane... domestic sugar production should be about 25 percent above last year.

### A "peachy" situation...

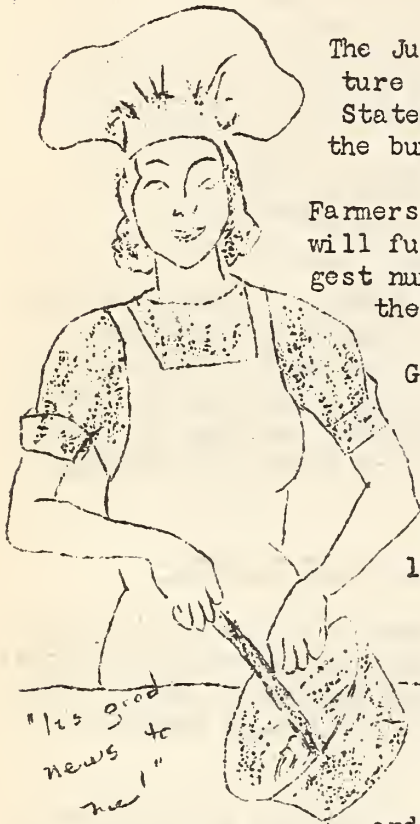
While there are very short crops of apples and sour cherries, there will be a record high peach production and large crops of pears, grapes, sweet cherries and prunes. Big crops of potatoes, other vegetables, tobacco and flaxseed are on the books.

It hasn't been corn weather in the "Corn Belt" this year... the production of this important grain is far below the level of the past three years. However, the hay crop is the second largest in history and pastures have seldom looked better. Under present prospects the feed grain production should be ample for the livestock and poultry to be fed. With ideal weather, the corn crop might bring a better yield than is now forecast, and it still remains to be seen what the harvest of grain sorghums ... other feed crops... will be.

### HERE'S TO HOUSING

Today farm families are in the midst of achieving further records in food production. But as the women come in-doors from tending their gardens... or as they feed extra farm hands or do home-canning, many are seeing their houses in post-war terms. They're interested in houses that will make work easier and answer needs of their families.

Typical of what states are doing toward post-war housing is a workshop program in Montana. Families are meeting with home management specialists of the Montana Extension Service in two-day sessions. "Planning" is the theme of these get-togethers. On a check list, the men and women report the number of family members, the number of rooms they want, what utility and social features should be provided... in other words the first step is to determine what the families want the improved house to do.





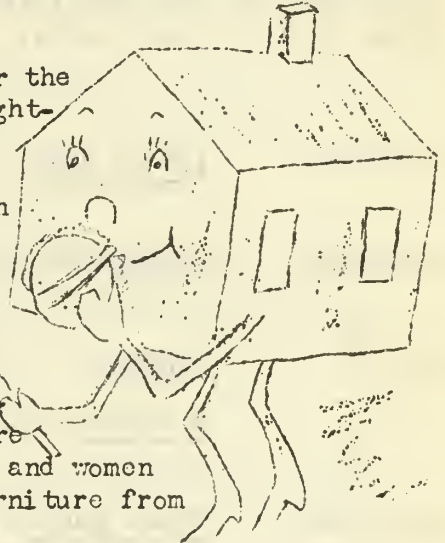
### Kitchens for convenience...

During the first day of the workshop and after the check list is completed, the women... with the help of their husbands... plan their kitchens. All want large ones at first. But usually after the discussion period, the women are thinking in terms of a kitchen and a utility room. They see the value of a kitchen narrow enough to cut down unnecessary walking

This is done by designing a room in an unbroken "U" for the flow of work from right to left... that is, for the right-handed worker. Proper level of work tables, sink and cupboards comes in for discussion. The women have found there is no model kitchen plan. Each must design for her own needs.

### ... living room for comfort

The living-room plans are the high-light of the second day's sessions. This room must be planned for the comfort of family members alone and for the time when there are guests. To see how their plans will work, the men and women draw the living room to scale and cut out pieces of furniture from colored paper.



The furniture is arranged for the best interests of father and mother; for junior who wants a study desk and for teen-age daughter who wants to entertain and be proud of her home. The fireplace is placed in the plan as a center of interest; windows go in for light on each unit of the room; doors are placed.

Similar cut-out plans are made for the bedroom. The bed is placed in straight lines of the room and with enough space next to the wall to allow for easier bed-making. Other features that come in for study are cross ventilation... without drafts on the sleeper... good light over dressing table... chest of drawers and closet close together... perhaps space for writing desk or reading chair.

The Montana example is one to recommend... that is, observing inconvenient features of the house and jotting down plans for post-war improved buildings.

### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture.

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Cabbage is king again, USDA's Office of Marketing Services reports in its latest survey of best fresh food buys at southwest markets. This nutritious source of calcium and iron... as well as Vitamins A, B-one, C, and G... was monarch of the vegetables realm for many weeks last spring... yielding the scepter temporarily to carrots, onions, tomatoes, or other seasonally plentiful foods. Now... with most southwest markets again receiving supplies from nearby producing areas... as well as from California, Missouri, or other outside sources... cabbage has retaken the throne... and relegated recent usurpers to the position of court satellites.

With his restoration to power... King Cabbage has chosen a new fruit queen. In his earlier reign... oranges held the fruit spotlight. These have been reduced to ladies in-waiting... while peaches, blushing with pride in their food value and plenty, accept meal-planners' tribute the country over.

Not content perhaps with the king's ex-favorite for a companion... the new queen has lifted her own lifelong friends... watermelons and cantaloupes... to high court places during recent weeks.

"BEST BUYS" AT KEY MARKETS

ARKANSAS:	<u>Little Rock</u> ....	spinach, yellow squash, California oranges, onions, radishes
COLORADO:	<u>Denver</u> .....	beets, carrots, lettuce, cabbage, onions, potatoes, spinach, grapefruit, oranges
KANSAS:	<u>Topeka</u> .....	peaches, cherries, honeydew melons, lettuce, cabbage
	<u>Wichita</u> .....	peaches, apricots, oranges, rhubarb, green beans, tomatoes, turnips, beets, carrots
LOUISIANA:	<u>Baton Rouge</u> ....	peaches, turnips
	<u>New Orleans</u> ....	cabbage, lettuce, tomatoes
NEW MEXICO:	<u>Albuquerque</u> ....	peaches, lemons, apricots, plums, watermelons, cantaloupes, peas, cabbage, radishes, green onions, carrots
	<u>Gallup and Santa Fe</u>	
	<u>Las Cruces</u> .....	oranges, lemons, Irish potatoes, tomatoes, cabbage, carrots, lettuce, cucumbers, watermelons, cantaloupes
	<u>Clovis and Roswell</u>	oranges, lemons, onions, cabbage, carrots, squash, celery
OKLAHOMA:	<u>Oklahoma City</u> ..	beets, cantaloupes, corn, peaches, onions, tomatoes, watermelons
TEXAS:	<u>Fort Worth</u> ....	apricots, beets, cabbage, cantaloupes, carrots, cucumbers, eggplant, onions, peaches, peppers, squash, tomatoes, watermelons
	<u>Houston</u> .....	cabbage, onions, tomatoes, carrots, peas, okra, plums, peaches

DON'T PINCH

A good peach should be fairly firm. But remember... it isn't good shopping etiquette to pinch peaches. Every pinch means a bruise... and bruises mean spoilage. Every homemaker is interested in the national effort to avoid waste... and will want to do everything she can to cut down her grocer's spoilage. Careful handling of all fruits and vegetables is a big help.

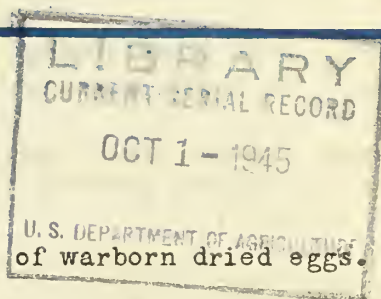




DALLAS, TEXAS  
July 21, 1945  
No. 29

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



## IN THIS ISSUE

GOLDEN HAZE.....a peek into the peacetime future of warborn dried eggs.  
FALL FOR IT...late victory gardens will boost our home-grown food supply.  
CUT TO ORDER.....meat set-aside reductions reflect seasonal trends.  
IT'S ON ICE.....USDA reviews food stocks in the nation's cold storage.  
BUG BARRIER.....a new "bottled armor" to repel a variety of insect pests.  
TOMATOES FOR TOMORROW.....depend on successful home canning today.  
OBJECTION SUSTAINED....success story of industrial feeding in war plants.  
HANDLE WITH CARE.....rayon bathing suits require gentle treatment.  
ORANGE QUEUE.....why you don't see more California oranges on your market.  
BEST FRESH FOOD BUYS.....peaches, cabbage, onions, tomatoes, corn.  
A GOOD REPORT.....about accomplishments on fat salvage in the Southwest.

War Food Administration  
U. S. Department of Agriculture

# GOLDEN HAZE

The U. S. Department of Agriculture along with many of our industries is looking to future uses of products boomed during the war. For example, the Department is cooperating in surveys for increased household and industrial use of dried eggs.



In 1941 there were only 16 egg drying plants in this country with a production of some 7 million pounds a year...the dried egg products going chiefly for bakery products. Because our military forces and allies were in need of eggs in a convenient shipping form, facilities were increased to step up dried egg output. By 1944 there were 121 plants...and production jumped to over 320 million pounds. About 27 of these plants were located in the

Southwest...with 12 in Texas, 4 in Oklahoma, 1 in New Mexico, 5 in Kansas, 1 in Colorado, 1 in Louisiana, and 3 in Arkansas.

Even though the war years have seen great improvement in the quality of dried eggs, the demand is likely to drop back to pre-war levels unless additional uses are brought to light.

They're used like this...

Surveys so far show that the use of dried eggs in cake and hot bread mixes is particularly bright. There is also a new outlet developing in the manufacture of all kinds of ice cream. Experiments have shown that dried eggs can be stored and added to an ice cream mix with less waste and greater ease than the fresh or frozen eggs now generally used. There also is pretty general agreement among ice cream manufacturers that dried eggs...like fresh and frozen eggs...improve the whipping qualities of the ice cream and add color, food value, smoothness and stiffness to the final product.

Dried eggs may never replace fresh eggs in home cooking. However, if they're sold in 5-ounce packages, they might well be a supplement to shell eggs for many cooking uses. And dried eggs offer a good way to store the spring surplus for winter use...and thereby equalize prices.

...and they're stored like this

To find the secret of successfully keeping dried eggs over a period of several months, food research specialists of the U. S. Department of Agriculture recently conducted a series of experiments. The secret...their tests showed...is proper storage temperature.



When stored at temperatures below 60 degrees F., dried whole eggs retained their original quality characteristics for a year. Scrambled eggs made of the year-old dried eggs were tender and creamy, and cakes made from the dried eggs were indistinguishable from those made with fresh eggs.



## FALL FOR IT

From the reports coming in to USDA's victory garden headquarters, it's plain that the weather has slowed down most gardeners throughout the country. In some areas, it's rained too much. In others, it's been dry as the well known bone. In a few areas, it's been just right...and the gardens are flourishing.

However, taking the country as a whole, garden production this year stands below even last year's production which was itself a drop from the 1943 record.

Less supply...for greater needs...

And that's not good, considering the fact that the need for home grown food is greater this year than it's been any time since the war started. Civilian share of the 1945 pack of commercially canned fruits and vegetables is smaller than the amount civilians got in 1944...7 percent less canned fruit and 19 percent less canned vegetables.

So, fall gardening is in order...both in those areas where gardens up to now have done poorly and in those places where gardens have grown beautifully.

...stress these

A couple of good angles on the benefits of fall gardening are: (a) Most insects stop bothering vegetables about the time fall crops start growing; and (b) weeds tend to grow less vigorously during the late summer and early fall.

Also, the later in the year your listeners can eat fresh vegetables from their gardens, the longer they'll put off the time when they fall back on canned goods for most of the vegetable portion of their menus.

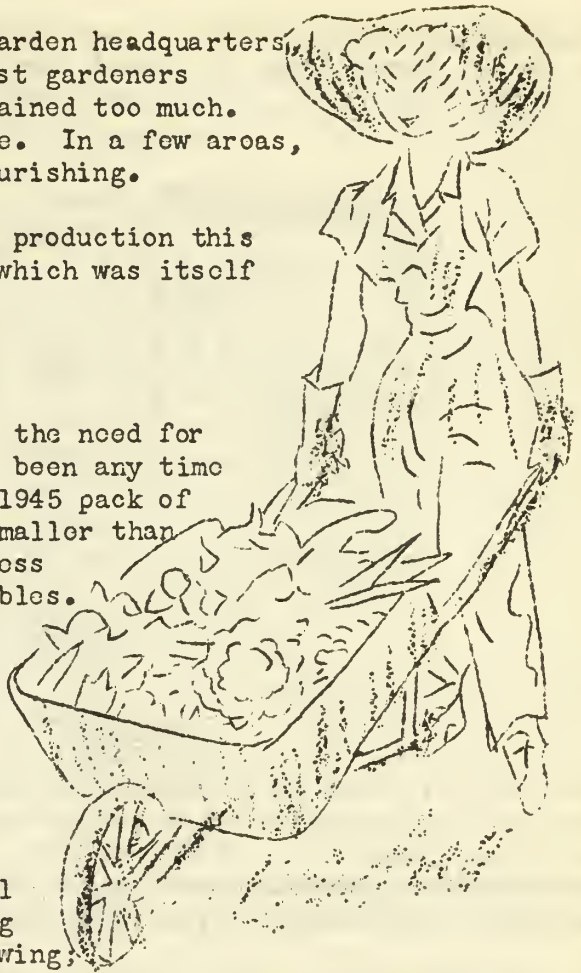
## CUT TO ORDER

Government purchases of beef and lamb were reduced recently. By this action, the greatest possible share of the meat currently produced will be available to civilians.

Instead of 30 percent of federally inspected Army-style beef going to government buyers, 25 percent will be taken. The set-aside lamb from federally inspected plants has been cut from 15 percent to 10 percent of the current production.

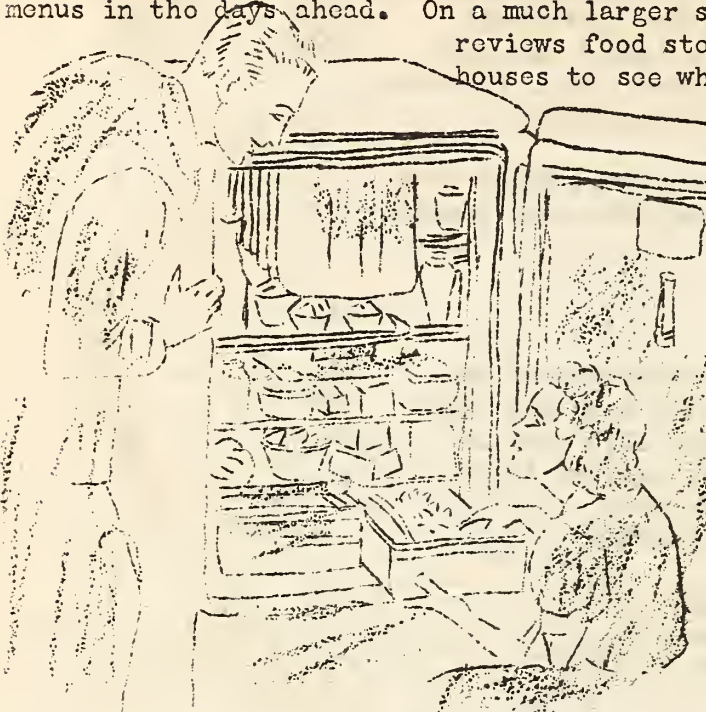
The reason...

These reductions were made so that the amount of beef and lamb obtained under the set-aside orders will be in line with current allocations of meat to military and other government claimants. This is another instance where government food allocations have been so planned that purchases may be curtailed during the season of light production.



## IT'S ON ICE

The homemaker checks on food in the refrigerator to know what will be on family menus in the days ahead. On a much larger scale, the U. S. Department of Agriculture reviews food stocks in the nation's cold storage warehouses to see what will be available for millions of homes for weeks and months in advance.



A monthly report by the Department of Agriculture aids food producers and processors as well as distributors and the Government to make more workable food plans. Food men from coast to coast study the figures and graphs that apply to their business. They learn where there is available space and where warehouses are filled, and they can figure methods to handle the constant flow of food products.

### Strawberries in January...

If it were not for the facilities of the huge storage industry, there would be a great many bare spots on America's

dinner tables. It's true that the storing of grain is as old as history. But artificial refrigeration where temperatures can be made and controlled within a fraction of a degree is relatively new. Because of this ability to manufacture and control weather, industry sees that we have out-of-season foods that are often impossible to distinguish from fresh foods.

Most agricultural products are highly seasonal. They are at a peak of production perhaps for only a few weeks. With our storage system, this temporary abundance may be stored for later use...up to ten months is the storage season. The billions of pounds of food held in millions of cubic feet of storage capacity also mean protection to the families who can't produce their own food.

Two major kinds of storage space are reported on by the U. S. Department of Agriculture..."freezer" and "cooler". It's necessary to freeze some products... such as certain types of meat, frozen fruits and vegetables, fish, butter...to protect them. Others...such as cheese, apples, eggs...may be stored in coolers at temperatures just above freezing.

### ...take a tip from industry!

The homemaker can also take some tips from cold storage specialists on getting best use of her home refrigerator and locker space. Industry has learned since the war that many foods formerly held in commercial cold storage did not require freezer or cooler protection and were taking up limited space. The homemaker can follow the same principle. If storage room is a problem, sugar preserved foods such as jams and sirup, fresh foods such as potatoes, sweet potatoes, onions and squash, and dried fruits need not go in the refrigerator.



## BUG BARRIER

Bottled armor is how you might describe insect repellents developed by entomologists of the U. S. Department of Agriculture for use by the allied armies. Although these repellents have been in use by the armed forces against a variety of insects since 1942, the story of their development has just been released.

### Effective and safe...

Basic ingredient of the repellents is a compound called dimethyl phthalate (di meth' il thal'ate). The entomologists found this to be more effective for preventing bites of the malaria mosquito than any other compound previously known. And tests by the Food and Drug Administration showed that dimethyl phthalate was safe to use on the skin.

Further research by the entomologists resulted in a mixture of this and other materials that was even more effective than the pure dimethyl phthalate. For example, some repellents were not effective on certain individuals, but when the repellents were mixed, good results were experienced on all individual tests.

### ...chigger-fighter too!

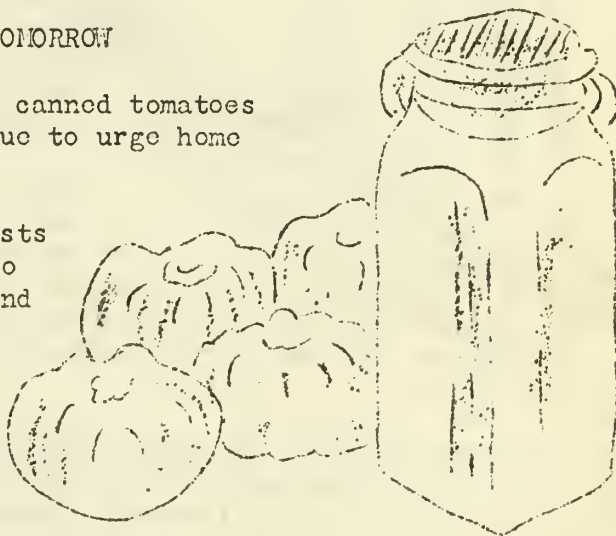
And the studies showed that the mixture would protect against many species of biting insects. It could be used to treat clothing so that it was a guard against chiggers and to a lesser degree against woodticks. As a result of these findings, it was possible for the armed forces to issue a single repellent to protect the fighting man against a variety of insects.

The repellent is not yet available for civilian use, but its development promises protection from insects for woodsmen, picnickers and others who wish to enjoy outdoor life in the postwar world.

## TOMATOES FOR TOMORROW

News that the civilian supply of commercially canned tomatoes will be smaller this year than last is your cue to urge home canners to put up tomatoes this season.

Talking points? Here's what canning specialists of the U. S. Department of Agriculture have to say: "Rich in Vitamin C...the tangy flavor and brilliant red color will add zest to winter meals...tomatoes are the easiest of all vegetables to can...they may safely be put up by the boiling water bath method...they are the one common garden vegetable that requires no pressure canner."



### Suggestions for success...

Tell your listeners to: (1) Choose only ripe, firm, perfect tomatoes for canning; (2) Make peeling easy by putting the tomatoes in a wire basket or thin cloth and dipping first in boiling water for a minute and then into cold water; (3) Quarter the tomatoes so they will heat through quickly; (4) Process in a boiling water bath; and (5) Cool jars overnight, right side up and away from drafts.

## OBJECTION SUSTAINED

From earlier ROUND-UP stories you've learned about industrial feeding in many war plants today. The way that the Ryan Aeronautical Company of San Diego, California, handles its feeding of several thousand workers is highly successful because employees have a say in how the cafeteria is run. Here's the way the employee-participation system works.

### Cafeteria committees take a look around...

Any suggestions or criticism which employees wish to make are given to Department representatives who bring them before the cafeteria committee. This committee consists of eleven rotating members and four permanent ones. The permanent members are a representative of the factory manager's office, a member of the public relations department, the chief steward, and the nutritionist. The rotating members are employees from different departments in the office and factory and are chosen solely on the basis of seniority...regardless of race, color, or sex. These members serve for two months and then are replaced by the next in line in seniority.

When a new committee comes in, the chief steward shows them through the kitchen and storerooms to give them a picture of available facilities and to explain why the service is arranged as it is. Then the nutritionist explains the requirements for an adequate diet, and what the cafeteria is doing about it.

### ...food to suit the workers...

The NEA committee members ask any questions they like...then they go out into the plant and discuss the service with their fellow workers. In this way employees learn how their cafeteria works. Then, if they feel that any changes should be made, they pass on their ideas to their committee man. And thus the food service is made to suit the workers as much as possible.

When the cafeteria was first started, for example, the pieces of pie were small and sold for five cents a slice. The only trouble was that very little pie was sold. Employees wanted larger pieces and they told the committee so. They considered the request and decided to offer a sixth of a pie for 10 cents. Pie sales now are three times what they had been.

Upon another occasion, the chief steward noticed that although there was always a big bowl of soup crackers at each end of the soup kitchen, few people ate any crackers. Finally an engineering representative on the committee said that the employees weren't used to dipping up the oyster type crackers with the long-handled ladle they were expected to use. He suggested that a scoop be used instead. Now Ryanites eat crackers with their soup.

### ...a tip for homemakers

There have been many other changes brought about by suggestions from employees... perhaps these examples will make their point. It's not always what we prepare, but how you set the stage for the food on your table that counts.

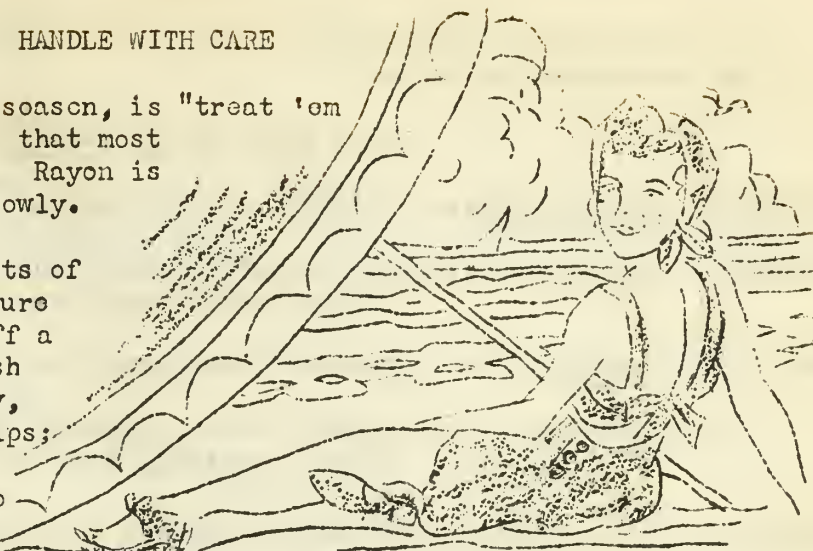




### HANDLE WITH CARE

The word on bathing suits, this season, is "treat 'em gently!" Remind your listeners that most bathing suits are made of rayon. Rayon is weaker when wet. Rayon dries slowly.

Some tips from textile specialists of the U. S. Department of Agriculture you may pass along: (1) Take off a wet bathing suit gently; (2) Wash the suit in mild suds frequently, particularly after salt water dips; (3) Avoid twisting or wringing the wet suit; (4) In putting the suit out to dry, see to it that the weight of the fabric is well distributed; and (5) Dry quickly.



### ORANGE QUEUE

A transportation problem spelled with capital letters is keeping that record crop of California oranges from moving east.

It seems all the railroad lines west of the Mississippi River are congested. Troop deployment...plus heavy production of many fruits and vegetables in California... plus labor shortages...plus limited railroad facilities to handle the gigantic transportation task have all aggravated the problem. Loading holidays have had to be established.

#### The result...

This means that until September 1, no freight of any kind, except Army and Navy equipment, can move on Saturday and Sunday. While the measure allows railroad employees to clear up terminal centers, it cuts down freight movement east. Since refrigerator cars must be shared for all perishable foods, there does not seem to be a very hopeful prospect for more than adequate supplies of oranges moving east this year.

### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture.

Peaches are the number one selection among a variety of fresh foods that are in good supply at reasonable prices throughout the Southwest this week, according to USDA's Office of Marketing Services.

Other fruits on the list of "best buys" include citrus, apricots, cherries, plums, watermelons, cantaloupes, and three newcomers...grapes, mangoes, and nectarines... but none of these carry top billing among the plentiful food stars.

Vegetables are well represented this week...with cabbage and onions near the top of the list...followed closely by tomatoes and corn. Further down on the list are such items as carrots, which were a recent favorite...and such locally produced vegetables as squash, peas, peppers, turnips, radishes, and okra. Lettuce and celery also made

the list...to add their contribution to the relish trays and salad bowls that are so popular in summertime meals.

"BEST BUYS" AT KEY MARKETS

ARKANSAS: Little Rock.....Peaches, yellow squash, carrots, tomatoes, bell peppers.

COLORADO: Denver.....Apricots, cherries, cantaloupes, tomatoes, cabbage, onions, green peas, radishes, squash, turnips.

KANSAS: Topeka.....Peaches, apricots, plums, nectarines, cabbage.

Wichita.....Citrus fruits, peaches, apricots, grapes, cabbage, lettuce, onions, tomatoes, mangoes, corn.

LOUISIANA: Baton Rouge.....Peaches, carrots, fresh corn, lettuce.

New Orleans.....Peaches, colory.

OKLAHOMA: Oklahoma City...Cabbage, cantaloupes, citrus fruits, green corn, onions, tomatoes, watermelons,

TEXAS: Fort Worth.....Cabbage, peaches, blackeyed peas, citrus fruits, onions, tomatoes, corn.

Houston.....Cabbage, onions, carrots, peas, okra, plums, peaches, lemons.

A GOOD REPORT

Homemakers in this part of the country swelled the dwindling reserves of used fats for essential war needs by more than a million pounds during May...the last month for which figures are available. April collections totaled more than 900,000 pounds. These figures are based on the number of red points OPA issued to housewives in exchange for used kitchen fats.

Here are the April-May comparisons by states. Arkansas collections of used fats were up 10,000 pounds... Colorado topped its April record by 25,000 pounds. May collections hit an all-time high in New Mexico. Oklahoma went over its April total by more than 100,000 pounds.

Used fat savings showed a downward trend in Louisiana, Kansas, and Texas. However... larger collections in the Texas Panhandle and Houston area kept Texas totals near previous levels.

The need continues great...

June returns from all areas have not been received yet, but preliminary reports show a need for more concentrated efforts if we are to meet the used kitchen fat goal of 250 million pounds this year,

Industry and government...especially the armed forces...emphasize it's more important now than at any time during the war to save every drop of used kitchen fats. The nation's supply of fats and oils has fallen below any previous level. So continue urging homemakers to salvage those fats unfit for further kitchen use. Saving used kitchen fats saves lives...and red points.



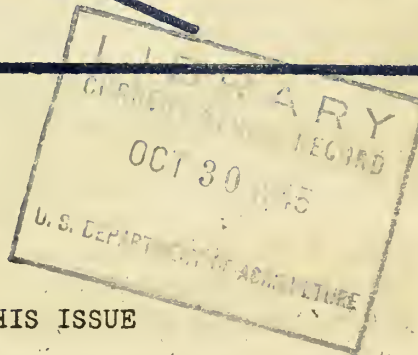
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DALLAS, TEXAS  
July 28, 1945  
No. 30



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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DO'S ON MILDEW..... to keep humid homes from becoming musty and moldy  
UNINVITED RUG CUTTERS..... carpet beetle larvae and how to handle them  
FAIR AND SQUARE..... accentuate contrast in foods to eliminate monotony  
ALL IN A LATHER..... because no soap rationing program is scheduled  
AT THE MEAT MARKET..... a little more beef, veal and lamb is available  
BEST FRESH FOOD BUYS... cabbage, carrots, cantaloupes, peaches, potatoes

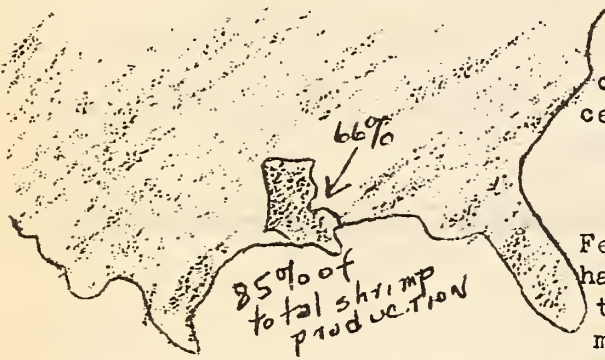
U. S. Department of Agriculture

## TALE OF A SHRIMP

Shrimp is the most popular Crustacean in the United States. Americans eat ten times as much shrimp as lobster... and half again as much as crab.

The heavy production season for shrimp is now under way in the states along the Gulf of Mexico... and though this shellfish is available at any season, more will be marketed from now until December. It seems that of the 150 million pounds of shrimp

taken from the sea each year for cocktails, salads and appetizing cooked dishes, 85 percent comes from the Gulf Coast... and 66 percent from the State of Louisiana alone.



### Did you know?

Few people in the inland sections of the country have ever seen a whole shrimp. For usually only the tail is marketed. In life the shrimp looks much like a small lobster, but the claws are so small that most people would fail to notice them.

The edible meat is in the tail or abdomen so the claws and head are removed before the shrimp is shipped. The living shrimp is pale green or gray and rather transparent. The pink or reddish colors develop upon cooking.

As for the life story of a shrimp... it is now known that the shrimp lays its eggs during April, May and June in the waters of the Gulf or ocean. The parent shrimp leaves the eggs at the mercy of the currents. When the young hatch, they move into the surface waters of the bayous and sounds where river drainage provides food. Since the spawning season extends over a period of several months, young shrimp are arriving in the coastal area throughout the entire summer.

### ...Life span... one year...

The earliest arrivals reach commercial size (about 4 inches) during the month of July, and by September practically the entire catch is made up of young shrimp from the preceding spring. In the winter, the larger shrimp move out into the open Atlantic or the Gulf to escape the chilly inside waters, and winter fisheries get these so-called jumbo shrimp from March through June. Since no two-year shrimp have ever been found, it is believed that shrimp die after spawning... at the age of about a year.

Canned shrimp has been for many years the most familiar market form. During the war, shrimp canning declined because of the shortage of cannery labor and the attractive prices obtainable for fresh shrimp. Also, with the advance in food technology, fresh shrimp cooked and peeled and fresh shrimp frozen are becoming increasingly better known.



### PLENTIFUL FOODS... HERE AND THERE

Your listeners may be interested in comparing their food selections with those available to homemakers in other parts of the country. Here's the story... as it's expected to be during August.



On a national scale... peaches are the number one fresh food, as far as supply is concerned. Potatoes probably will be plentiful enough to relieve the slight shortages experienced in several areas during the past month or two. In addition, liberal supplies of locally-grown vegetables will be available in most parts of the country. Among the processed foods expected to be in good supply are dry-mix soups... soya flour, grits and flakes... wheat flour and oatmeal.

In this area...

The southwest food supply picture follows the national pattern rather closely. Peaches will continue to be plentiful both on grocer's shelves and at roadside markets. Housewives who are able to take their own containers and buy peaches direct from the orchard will be in the best position... both as to supply and price. Most food handlers predict considerable improvement in the potato situation now that supplies are available from west Texas and have started moving in volume from the important Kansas-Missouri area. Locally produced vegetables in extreme southern areas may go with the August heat... but produce dealers expect to receive ample supplies from more northern truck farms and gardens. The Colorado movement is already well under way and will increase during August... providing a wide variety of both fruits and vegetables.

Southwest grocers also expect supplies of wheat flour and oatmeal to remain ample during August. There is room for expansion of consumer interest in dry-mix soups and soya flour and flakes. Supplies of these foods are available in excess of the demand throughout most of the Southwest.

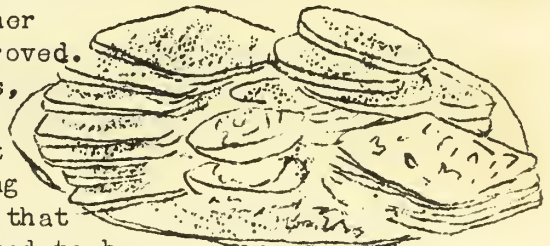
SAFE TO TRAVEL

The white, tissue-thin stamp you may see on luncheon and sausage meats assures the same protection as the more familiar purple one for other meats. It seems those white reproductions of the purple stamp make a better contrast against the color of meat loaves and are easier to read.

At any rate the white stamp carries the same benefits as the purple one. That is, the product comes from a federally-inspected meat plant... is clean and wholesome ... and safe to move in inter-state trade.

Complicated... to benefit homemakers...

The inspection of cold meats and sausage is a rather complicated business. First the meat must be approved. Also the other ingredients used (such as vegetables, cereals, soya flour, seasonings and vinegar) must be clean and safe to eat. The inspection does not stop here... for a check is also made on the mixing and processing. For example... all pork products that are to be eaten without further cooking are required to be heated to a certain temperature to eliminate the danger of trichinae.



Your listeners might be interested to know that the federal inspection stamp also gives them some idea as to the contents of meat loaves and sausage. Sausage may not contain more than a total of 3 1/2 percent of cereal, vegetable starch, soya flour, dried milk or dried skim milk.

...look for the stamp ...

When such ingredients are used in the sausage, the label on the product must say that these food items have been added. Only a certain percentage of moisture and fat content is allowed too. Most other meat products... like chile con carne, corned beef hash, liver products, and scrapple... have a minimum meat requirement. For example, scrapple must be 40 percent meat.

All these guarantees come with the purple or white stamp of federal meat inspection ... so when buying processed meats, it's a wise plan to look for the round federal meat inspection stamp.

PREFACE TO WARMTH

In nautical terms, to "snug down a ship" means to get it ready for a gale. Even though the prospect of a gale or just a heavy frost seems remote these summer days, you may remind your listeners that this is a good time to "snug down ship". In other words, it's a good time to do what they can to make their houses weather tight for winter. News of the heating fuel shortage means that thrifty and proper use of fuel will be a "must" in every household this year.

As a means of getting ready for a lean fuel year, housing engineers of the U. S. Department of Agriculture suggest caulking of cracks and the installing of storm sashes, weather strips and insulation material where needed.

And in answer to that inevitable question on supply, you may tell your listeners the WPB expects it to be adequate. Zinc weather stripping has been on the market all along. Now bronze and brass weather strippings are being manufactured for civilian use. As for insulating material, dealers' stocks at present are fair... and the prospect is that they will get better since manufacturers may get the raw material they need.



No excuse here...

The supply of storm sash for windows and doors will likely improve. It will be sufficient to meet legitimate demands, but because of the lumber shortage, the government asks that householders install storm sash only where a rigorous climate makes it necessary.

DO'S ON MILDEW

If it's rained in your area recently... or if the weather has been humid... chances are that homemakers are fighting or will have to fight mildew. The Bureau of Human Nutrition and Home Economics has some tips on preventing mildew.

To keep the whole house from becoming musty and moldy, it may be worth while to build a fire in the central heating system or in each room. Windows and doors should be left open while the fires are going so the air will circulate freely. Floors and



woodwork can be protected from mold growth by wiping them with a damp cloth wrung out in water and a little koroseno. A 5 to 10 percent borax solution will do the same thing.

Closets, dresser drawers, basements or cellars are particularly susceptible to mildew because they're closed, dark and may hold the warmth and dampness. Homemakers need to take special pains to keep those areas dry, clean and well aired.

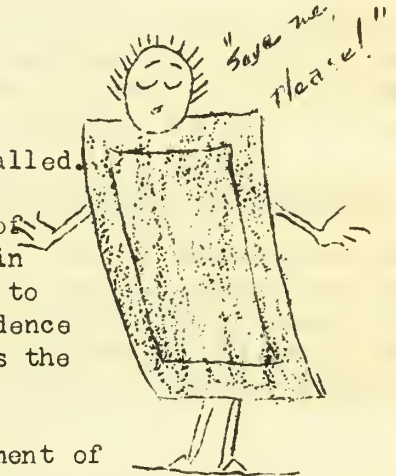
#### Good recommendations...

An electric light left burning in the closets will help dry the atmosphere. An open jar of calcium chloride (which may be obtained at hardware stores) will absorb moisture too. But because it turns into liquid as it absorbs moisture, the calcium chloride will need to be changed often.

Clothing tucked away in drawers should be brought out for a few hours of sunning, drying and airing once or twice during the summer, or after a rainy spell. The storage places can be cleaned and dried while the clothes are sunning. Musty odors in basements will usually disappear if the house is well heated and aired. If they persist, the homemaker can sprinkle the floor of the basement with bleaching powder, chloride of lime. Advise them to let it stay until the mustiness has gone and then sweep up the powder and scrub the floor.

#### UNINVITED RUG CUTTERS

Remind your listeners that this is a good time to check on carpet beetles... or Buffalo moths as they are sometimes called. In the spring months, the adult beetle lays the eggs. She chooses such places as floor cracks, baseboards and piles of clothing and furniture covers. The soft white eggs hatch in from 8 to 15 days. And immediately the young larvae begin to feed on whatever animal fiber is close at hand. First evidence the householder has of their presence may be when she finds the edge of her living room rug eaten away.

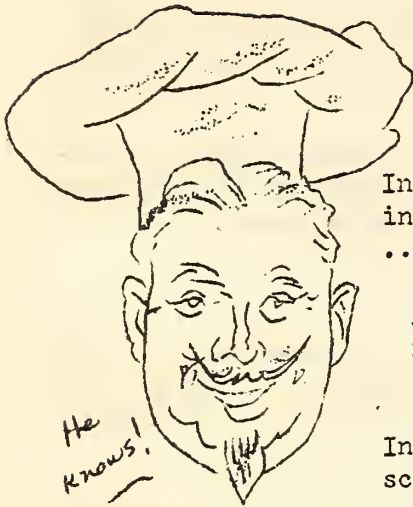


To check carpet beetles, entomologists of the U. S. Department of Agriculture advise homemakers to look at the underside of rugs and in piles of clothing. Carpet beetle larvae feed on animal fibers, both silk and wool. They also eat starchy and floury material.

After they have eaten their fill for a while, the larvae may go some distance from their feeding ground to hide. The larvae choose lodging places out of reach in ordinary house cleaning. They may be hiding behind baseboards and mouldings, under the floors and between the walls.

The householder may get rid of hiding places of the insect by filling floor cracks and the cracks about baseboards with a good filler. The persistent use of oil-pyrethrum sprays and frequent cleaning of rugs on both sides will usually enable the homemaker to get rid of carpet beetle larvae. In case of heavy infestation, the best way to get rid of carpet beetle larvae is through fumigation or with a power sprayer in the hands of a pest-control operator.

## FAIR AND SQUARE



It's appetite and eye appeal that sell nutrition to the family, say home economists of the U. S. Department of Agriculture.

In planning meals, they suggest the homemaker try to work out interesting contrasts... crisp cabbage slaw with baked beans ... crunchy toast with soup... chopped celery with peanut butter as sandwich filling. Don't serve all water vegetables. And avoid serving two or more starchy vegetables at the same meal.

### Eliminate the monotony...

In a vegetable plate dinner, it's often a good idea to fry or scallop one vegetable... or make it into fritters or croquettes ... to provide rich flavor, crisp texture, and stick-to-the-

ribs satisfaction.

Garnishes give foods eye appeal and flavor accent. The good cook uses parsley, water-cress, pickle, and a dash of paprika. And she makes the color of the food themselves contribute... like the bright red of tomatoes on a cool bed of salad greens.

Lacking appetite appeal, even a nutritious meal may go half eaten, warn the home economists. For example... though good foods in themselves... macaroni and cheese, creamed cauliflower, mashed potatoes, white bread, milk, and vanilla pudding would make an unhappy combination because all are pale, soft and bland.

### ...Accentuate the contrast

Picture instead the attractive gold and green of this menu: Cheese souffle, broccoli or snap beans, parsley potatoes, raw carrot sticks, whole wheat muffins with marmalade, milk, and fruit cup. This menu offers appetizing contrasts... crisp carrot sticks to fluffy souffle... tart fruit cup to bland potatoes. Most important, it adds up nutritionally to a well-balanced meal.

## ALL IN A LATHER

Some 100 million pounds more of the heavy-duty laundry type soap flakes and powders are going to be made for civilians in the coming months. Also... army requirements for soap are expected to be lower during the next six months. These two factors... plus the amount of soap presently scheduled for civilians... should slow down the run on this commodity.

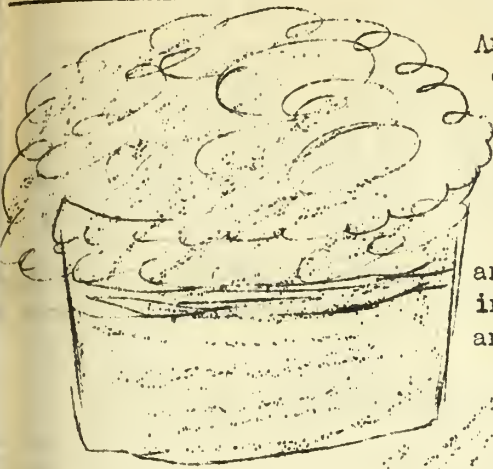
### No soap rationing scheduled...

At present many homemakers raid their grocery store as soon as a new shipment of a favorite soap arrives because they fear rationing. Secretary of Agriculture Anderson says he does not plan any soap rationing program. He is the official to authorize such a move, and he says the step is too difficult to undertake and not necessary at this time. He believes that if people know the supply of soap is adequate, they will buy more in accordance with their current needs.

Here are the facts on the supply situation. Although our national stocks of fats and oils are limited, the share of these products going into soap for civilians in 1945 is more than the quantity used before the war. The reduction in army requirements will also mean more soap for the people here at home.



...less fat in laundry soap...



Another optimistic note is that in regard to heavy-duty laundry types of soap. The Department of Agriculture has issued a new regulation whereby manufacturers of laundry chips, flakes, powders and granular soaps will use more water-softening building material and reduce the quantity of the ingredients made from fats and oils.

This regulation will not decrease the cleansing qualities of these laundry soaps.

And those 100 million extra pounds.... an increase of 10 percent... can be made without the use of additional fats and oils. It should be

made clear, though, that this measure applies only to laundry-types of soap and does not change the formulas for bar soap or fine granulated or flake soaps.

#### AT THE MEAT MARKET

Homemakers will be able to obtain a little more beef, veal and lamb at their meat counters in the coming weeks... and at lower point values.

Chief reason for the immediate improvement in the beef supply is that the military and other government buyers are going to be taking less of the army style beef produced by federally inspected slaughter plants... 20 percent of the total instead of 25 percent. There will also be 10 percent more utility grade beef available than in the past few months. In addition, homemakers can expect more frankfurters, luncheon loaves and sausage since the government requirement for canner and cutter grades of beef has been reduced from 65 to 55 percent of the amount produced in federally inspected plants.

#### Other reasons...

In August the normal seasonal movement of grass-fed cattle to market begins. So along with the smaller government purchases, the beef picture begins to brighten a bit more.

There will be a slight increase of lamb too... due to seasonal increases in marketings. The set-aside Order on lamb was terminated July 22, because government agencies can get adequate supplies of lamb and mutton through open market purchasing.

#### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Southwest homemakers should have no difficulty finding favorite fruit and vegetable selections to appease finicky summer appetites this week. USDA's Office of Marketing Services lists a quartet of "best buys" ready and able to give menus a cooling lift. These are peaches and cantaloupes in the fruit group... cabbage and carrots in the vegetable group.

Potatoes climbed rapidly during the past week... to rate second place on the list. Squash held third place... followed closely by spinach, head lettuce, green beans, onions and bell peppers. A variety of other fruits and vegetables are on the list ... including apricots, cherries, watermelons, plums, apples and oranges to add fruit appeal... and tomatoes, turnips, peas and cucumbers for vegetable versatility.

"BEST BUYS" AT KEY MARKETS

COLORADO:	<u>Denver</u> .....	apricots, cherries, peaches, cantaloupes, green beans, cabbage, carrots, spinach, turnips, green peas
KANSAS:	<u>Topeka</u> .....	cabbage, head lettuce, tomatoes, apricots, peaches
	<u>Wichita</u> .....	lemons, peaches, apricots, cherries, plums, carrots, lettuce, potatoes, cantaloupes, watermelons
LOUISIANA:	<u>Baton Rouge</u> ...	peaches, cantaloupes, carrots
	<u>New Orleans</u> ...	celery, peaches
NEW MEXICO:	<u>Albuquerque</u> ...	apples, oranges, cantaloupes, carrots, cabbage, cucumbers, head lettuce, green onions, bell peppers, spinach, squash, turnips, green beans, endive, potatoes
	<u>Gallup and Santa Fe</u>	
	<u>Las Cruces</u> ....	apples, oranges, cantaloupes, carrots, cabbage, cucumbers, head lettuce, green onions, bell peppers, spinach, squash, turnips, green beans, potatoes
	<u>Clovis and Roswell</u>	oranges, apples, cantaloupes, carrots, cabbage, squash, green onions, bell peppers, spinach, beans, Irish potatoes
OKLAHOMA:	<u>Oklahoma City</u> ..	green corn, carrots, cantaloupes, peppers, peaches, tomatoes
TEXAS:	<u>Fort Worth</u> ....	peaches, cantaloupes, tomatoes, watermelons, cabbage, potatoes, squash, citrus fruit
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, squash, peaches, plums

Cantaloupes are one of the good summertime sources of the important vitamin C. Some experiments have shown them to be as rich in this important food element as oranges and grapefruit... and richer than tomatoes. They also supply some vitamin A and B-one. The best cantaloupes are picked full ripe. To check on this... take a look at the stem end. There should be a smooth even scar, with no stem attached. Next, look at the cantaloupe rind. It should be firm and well-netted. The color underneath the netting should have a yellowish tinge over the melon.



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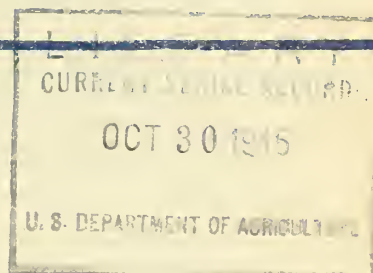


DALLAS, TEXAS  
August 4, 1945

[No. 31]

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



## IN THIS ISSUE


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BEST FRESH FOOD BUYS.. cabbage, carrots, potatoes and tomatoes  
SUMMER DELIGHT..... millions of acres of 'melons

U. S. Department of Agriculture

## A POCKET FULL OF RICE

Like a lot of other foods in the limelight, rice goes its way... now you see it, now you don't. Right now, supplies are pretty well used up; but it is estimated that the current rice crop will be the largest in history. The current situation is not at all unusual because retailers have no yen to carry over big stocks. Rice has a way of getting buggy and rancid. And the customers don't like it that way. The truth is that Americans don't eat as much rice in the summer as they do in the winter.

Crop tops two billion pounds, but...



Last year, there was an enormous demand for rice. The crop yielded 18 and a quarter million pockets (a pocket is a hundred pound bag.) This year's crop is estimated at nearly 20 and a half million pockets. Translated into pounds, this amounts to over 2 billion pounds. Some of this record harvest will be sent to the Pacific. How much, we have no way of knowing yet. Recommendations have been made, but nothing has been signed on the line.

Demands have increased...

Demands have increased all across the board. Puerto Rico and Cuba would like more, because they are a rice-eating people, and they have the money to purchase it. So far, their allocations have been limited. No telling what they would take if the sky were the limit. Another factor in the increased demand is the situation in the Pacific. Our armed forces are supplying the native troops who are helping us there.

## A SLIGHT PUFF

Because the needs of our military forces and liberated peoples in the Pacific were so great, all available rice since March of this year has been purchased by the Government. Within the last few days there has been a reduction in the amount of rice that millers in the Southern states and California are required to set aside for Government purchases. This means civilians will have slightly more of this commodity during the next two months. The rice that will be available by this action will be from the 1945 crop.

## LARD AND LOGIC

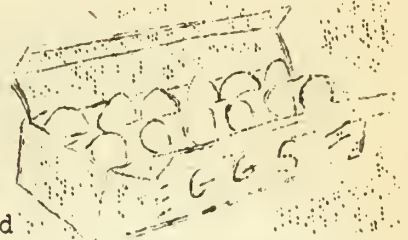
Civilians in those sections of the country where lard has been scarce will be seeing an improvement in supply. This doesn't mean an increase in lard production. It means that the Army and other non-civilian users are taking a cut in order to make more lard available in areas of critical shortages. Ten million pounds more federally inspected lard will be available for civilians.

At present a little better than 75 percent of our total supply of lard is federally inspected. The consumer---civilian or otherwise--- is thus assured that such a product was rendered from fresh clean, sound fatty tissues from hogs in good health at the time of slaughter... and that the high standards of Federal meat inspection have been met all along the line until the lard leaves the packing house. Federally inspected lard can be identified by the circular inspection legend on the display panel of the label around the lard carton.



## EGG OF THE FUTURE

It takes good breeding to make a good egg. For evidence, poultry scientists of the U. S. Department of Agriculture cite the qualities of eggs produced by specially bred hens at the Beltsville Research Center.



One line of hens lays eggs that have unusually good keeping qualities. Infertile eggs from this strain retain good table quality for two weeks when stored at a temperature as high as 100 degrees F. Another line produces eggs that ship and store well because they have thicker, less porous, and stronger shells. Eggs almost entirely free from blood spots are produced by another specially bred line. Still another line lays eggs that have a larger percentage of thick white than usual. These eggs fry and peach better than the ordinary egg.

Any progressive poultryman... say the scientists... can apply the principles of breeding and selection to produce these good eggs. And the prospect is, the egg of the future will have better keeping qualities as well as other improvements.

## PROTEIN PARLEY

The question arises, "What about protein in planning meals, now that meat's in short supply?"

Food specialists of the U. S. Department of Agriculture point out that protein,... the food substance that builds and repairs body tissues, is found in many different foods. Meat is one of the most popular sources. Poultry, fish, eggs, milk and milk products are other sources of animal protein. Good plant protein comes from such foods as cereals, dried beans and peas, from peanuts and from soybeans.



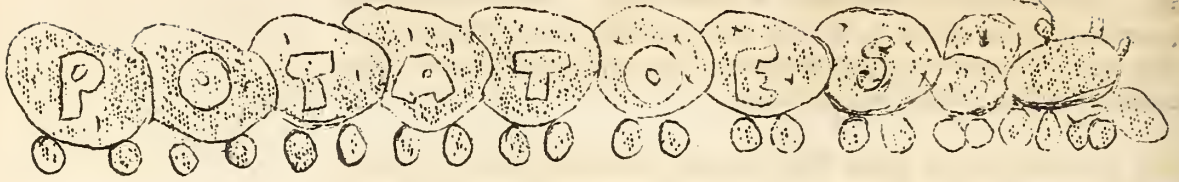
Nutritionists have never expected that all of a day's supply of protein would come from animal foods. In this country, about a fourth of the protein in meals comes from cereals. Many American-style dishes use one of the protein foods to supplement another in highly nourishing combinations. Oatmeal and milk, macaroni and cheese, milk and egg custard and corn pudding are examples. Food scientists have found the proteins of peanuts and wheat supple-

ment each other remarkably well; a peanut butter sandwich does a good job on the protein side. In other cases, grain food does a better protein job when it's teamed up with the animal protein of milk.

### Plenty of proteins...

You can assure your listeners there's no serious shortage of protein in the United States even though less meat, eggs and poultry are available. Last year's food supplies for civilians in this country provided enough proteins to allow an average of 100 grams a day. The National Research Council's yardstick of good nutrition calls for about 70 grams of protein a day for a man... 60 grams for a woman. Remind your listeners that the smart way is to supplement proteins from animal sources with the more plentiful proteins from plant foods.

- 4 -  
SPUD SPURT



... start rolling! ...

Potatoes are again rolling to market, and pantries will begin to look more nearly normal. Current shipments indicate ample supplies.

The spuds are moving in from far-flung areas. Cars are rolling in from New York and New Jersey... from as far west as Washington, California, Nebraska, and Oregon ... and Idaho, of course, is maintaining her spot in the spud world.

Because summer spuds have a lower starch content and higher moisture make-up than the later varieties, they don't keep as well. So it's a good notion to keep abreast of your supplies.

#### POP GOES THE RECORD

Popcorn records continue to pop according to mid-summer crop reports. This year, we expect even more than the record harvest of 1944.

Iowa, the top producing state, expects a 45 percent increase in the number of acres planted. Oklahoma ranks second only to Iowa, Indiana and Nebraska are close behind.

The ears of popcorn are smaller than field or table corn, so the yield is less per acre. Without harvesting machinery, picking the corn is backbreaking work, so the price for popcorn has to be sufficiently attractive to make it worth the farmer's time and effort.

The anticipated shortage of sweet confectionery may have influenced the increased acreage on popcorn. Next winter you can probably plan on making popcorn balls with corn syrup or molasses of some kind to fill that sweet tooth.

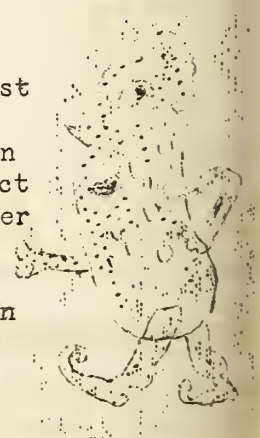
#### PICKLE PICTURE

The 1945 crop of cucumbers for pickling will probably be the largest in cuke chronology. Roundly it comes to between 9 and 10 million bushels of cucumbers. Last year, USDA provided for the reservation of 40 percent of the '44 crop of cucumber pickles and pickle product for the Army. This year the Army finds itself with enough left over to waive a repeat set-aside.

This is good news for civilians. Traditionally, Americans are keen for pickle products. And record crop plus the Army's hold-overs, means that you can have all the sour and dill pickles your palate craves.

Sweet pickles may be scarce...

One fly hovers over the sweet pickle barrel. And that's sugar. Last year, processors were allowed 70 percent of the amount of sugar they used in 1941 for processing and canning all pickles.



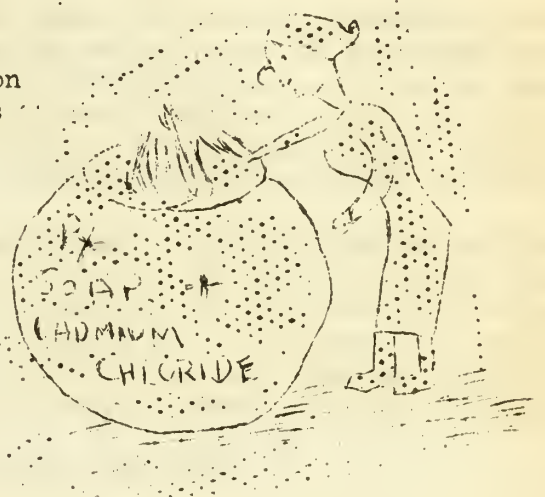


This year, however, they are getting only 50 percent. This spells a large amount of sour and dill pickles... and soft and low on the sweet products. It is likely that the processors will choose to sink their sugar supplies in the production of sweet relish... made up of odd-shaped pickles not practical for other uses. On the other hand, processors might hold over some of their cucumber supplies by brining them. Such salted cucumbers will last a long time, and can be pulled out at a later date and converted into sweet pickles, relish or processed dill.

### MORE ON MILDEW

Last week, you recall, Round-Up carried a story on preventing mildew. Another angle, your listeners will be interested in, is mildew-proofing. Here are some suggestions from textile specialists of U. S. Department of Agriculture.

Duck or canvas shower curtains can be mildew-proofed with a treatment using soap and cadmium chloride, a chemical that can usually be obtained at drug stores. You'll want to warn your listeners to keep the crystals out of reach of children and pets since they are poisonous if taken internally.



... Just follow these directions...

The material to be mildew-proofed should be soaked for 20 minutes in enough hot soapy water to cover it. Then the fabric, thoroughly wet with soap, is immediately immersed in a solution of cadmium chloride... one and one-half ounces, of crystals for each gallon of water. The fabric is heated in this solution about 15 minutes ... then without being rinsed... it's wrung out and hung on a rope line. A metal one will discolor the material. It's the combination of soap with the cadmium chloride that does the trick. Copper sulphate, the garden insecticide, is another chemical that can be used the same way with soap for making cloth mildew-resistant. Copper sulphate, however, leaves a slight blue tinge to the material.

Slip covers for porch furniture, awnings and other similar household materials can be treated with either of these chemicals. But the treatments should not be recommended for garments because they have not been tested for their toxic properties.

### THE BIG THIRD

This has been a great year for conferences that have made headlines in the Allied world. One important meeting, however, that your listeners probably haven't heard too much about... but which will affect their future... is the Inter-American Conference on Agriculture in Caracas, Venezuela, which ended last week.



This was the third such meeting. The first was held in Washington, D. C., during the depression to plan a defense against sagging world markets and price-wrecking surpluses. The second was in Mexico City in 1942, and its problem was the production of food and raw materials essential for war.

The last meeting had a more cheerful outlook for its concern was to meet the problems of peace.



Some of the questions considered were: How can the present high production capacity of the Americas be used for a higher standard of living for all people? How can international cooperation in production and marketing be achieved?

By what means can individual countries provide a better diet for their people?

How the answers to these and other questions discussed at the conference will affect your listeners is evident. We are dependent on the other Americas for important foods such as coffee, cocoa, bananas, and many kinds of spices. North America also looks to her neighbors for other products... rubber, quinine, and insecticides for the garden. On the other hand, the United States supplies her neighbors with manufactured articles, wheat, and other grains.

Another important point is the interchange of scientific information at the conference which will help all countries involved. By pooling knowledge, each country has gained information to help overcome insects and pests that affect certain types of fruits and vegetables. It is not too much to hope that eventually some such information will minimize the need for quarantines so that your listeners may have new kinds of fruits from the other Americas on their tables.

#### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low prices in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture

Of fruits and vegetables currently offered at markets in the Southwest, peaches continued to lead this week's list of "Best Buys," according to USDA's Office of Marketing Services.

Food shoppers in Colorado, Kansas and New Mexico had the widest variety of fruits and vegetables from which to choose, market reports showed.

In addition to peaches, also in good supply at reasonable prices on some Southwest markets were: Watermelons, cantaloupes, oranges, apricots and Bing cherries, in the order named.

Cabbage, carrots, potatoes, and tomatoes led the list of vegetable "Best Buys," at most Southwest markets with green beans, beets, green peas, sweet potatoes, turnips, roasting ears, celery, bell peppers, okra and blackeyed peas mentioned at one or more markets.

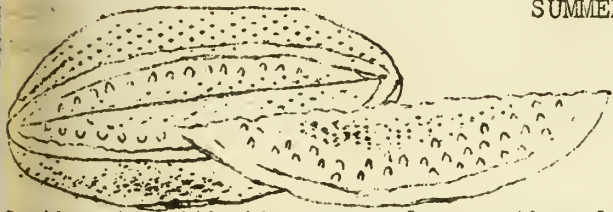
#### "BEST BUYS" AT KEY MARKETS

ARKANSAS:	<u>Little Rock</u> .....	carrots, lettuce, cabbage, California oranges
COLORADO:	<u>Denver</u> .....	apricots, peaches, cantaloupes, watermelons, green beans, bunched beets, green peas, potatoes, spinach, tomatoes
KANSAS:	<u>Topeka</u> .....	peaches, apricots, Bing cherries, cabbage, sweet potatoes, Irish potatoes
	<u>Wichita</u> .....	lemons, peaches, apricots, Bing cherries, potatoes, carrots, lettuce, tomatoes, cabbage, watermelons, cantaloupes



LOUISIANA:	<u>Baton Rouge</u> .....	peaches, turnips, beets, carrots
	<u>New Orleans</u> .....	peaches, cabbage, celery
NEW MEXICO:	<u>Albuquerque</u> .....	carrots, cabbage, tomatoes, cantaloupes, Irish
	<u>Santa Fe</u> and	potatoes, roasting ears, bell peppers, green
	<u>Gallup</u>	chili, oranges, lemons
OKLAHOMA:	<u>Oklahoma City</u> .....	cantaloupes, carrots, green corn, okra, peppers, peaches, tomatoes, watermelons
TEXAS:	<u>Fort Worth</u> .....	potatoes, small lemons, small oranges, cantaloupes, watermelons, blackeyed peas, snap beans, cabbage
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, peaches, lemons

### SUMMER DELIGHT



"Chief of this world's luxuries"... is the way Mark Twain expressed his appreciation of watermelon. And if he were alive today to enjoy this "boon apart"... he'd say the

Southwest, with its crop of more than 15 million melons, was blessed with luxury. Always the principal southwest watermelon producing state... Texas growers this year upped their plantings about 64 percent and put around 75 million acres in watermelons ... to more than offset the reduced acreage in Arkansas and Oklahoma. So far this year... Texas has furnished almost a fifth of the nation's total watermelon shipments ... with movement for the state nearly double last year's shipments for the same period.

This means that housewives throughout the Southwest should find plenty of this luscious red-ripe fruit at their grocer's... roadside fruit stand... or one of those temporary outdoor refreshment gardens that spring up each summer on vacant city lots. And "Rastus"... who likes his melon fresh from the vine... should have no difficulty finding a large juicy slice to sink his teeth into.

Incidentally... "Rastus" probably has a better claim to this prize refreshment package than anybody else. Watermelon is believed to have come to this country from his native Africa... perhaps on some of the slave ships that brought Rastus' own ancestors. It's acceptance was rapid. By the time the pioneers penetrated into the heart of the Louisiana territory, the popularity of this new "gourd" had spread from the white man to the Omaha Indians... who already had the crop established in the Southwest.

These early melon-lovers didn't know it... but each big red slice contains a good supply of vitamin C and some vitamin A and B-one. Perfect dessert for a hot day... it refreshes without bringing new thirsts. And watermelon is the ideal way to top off a picnic dinner. Recommend it to your listeners "ice cold"... and they'll agree with Mark Twain that watermelon is truly "not to be mentioned with commoner things."





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2 UNITED STATES DEPARTMENT OF AGRICULTURE  
Office of Marketing Services  
Marketing Reports Division  
303 Wilson Building  
Dallas 1, Texas

SUPPLEMENT TO RADIO ROUND-UP  
August 6, 1945

LIBRARY  
CURRENT SERIAL RECORD

AUG 13 1945

### POULTRY PROSPECTS

Beginning August 13, there will be a new marketing order on poultry. The Department of Agriculture and the U. S. Quartermaster Corps are cooperating in the program so that the armed forces will be able to buy the poultry they require and so that civilian needs will be protected.

Chicken has always received special billing in the American menu. No wonder then that a serving of chicken to our fighting men and women brings thoughts of feasts at home. And medical corps men consider chicken a "must" in the diets at hospitals and rest camps in this country and abroad.

It has been difficult to fill military needs because the supply of poultry in this country has not been equal to all demands. This past winter and spring the Quartermaster Corps has been getting a substantial quantity of fresh poultry in areas of the eight major broiler and fryer producing states... chiefly those along the Atlantic seaboard.

While the set-aside percentages in these areas have recently been reduced to make more chicken available for civilians, the Army must still get fresh chicken from these broiler centers. But in addition, the armed forces now need 125 million pounds of dressed poultry, largely for canning. Canned poultry is essential in the Pacific theater where shipping is limited and refrigeration often non-existent.

As other sections of our country begin their seasonal marketing of poultry, it is not fair for the broiler areas to bear the brunt of Army procurement. That is why the U. S. Department of Agriculture is introducing the new poultry marketing program in twelve states... the two Dakotas, Minnesota, Nebraska, Kansas, Iowa, Missouri, Wisconsin, Illinois, Indiana, Oklahoma and Texas. Processors in these twelve states who can meet Army specifications will be suppliers for the armed forces. The Army will buy 50 percent of the poultry killed, dressed and plucked in authorized plants. The other 50 percent will be released to civilians. Civilians will also get chicken from unauthorized processors who may market up to 20,000 pounds of chicken a week.

If farmers and poultrymen cooperate to get poultry to authorized processors, there should be no chicken shortage for the Army or civilians. Army requirements call for about 15 percent of our poultry production this year. The other 85 percent is for civilians. The Army hopes to have its needs filled before the holiday season when the home folks are most anxious to buy poultry.





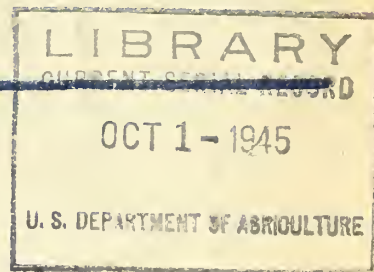
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DALLAS, TEXAS  
August 11, 1945  
No. 32

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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## INDIAN FASHION

DRY ME  
FOR  
FUTURE  
USE



It's old and corny... but your listeners will welcome this home food preservation tip from an Indian maiden, "A good way to put up sweet corn is to dry it."

The homemaker who lives in a cloudless, arid climate will do well to dry the corn... Indian fashion... in the sun. In other parts of the country, oven-drying is recommended.

Here are some suggestions from food specialists of the U. S. Department of Agriculture. Only good fresh corn dries well. Select ears in the milk stage, just right for cooking. Pick only as much corn as can be handled at one time. Husk ears, cut out defects. Boil the corn 7 to 8 minutes. Cut corn from the cob with a sharp knife and spread evenly on drying trays in half inch layers.

For sun drying, lay a thin cloth over wire trays, window screens or slat trays so air can circulate under and over the corn. Cover corn with another thin cloth to keep out insects and dirt. Place in sun and stir two or three times a day. Make sure the trays are in at night before dewfall or a shower.

### ...Oven-drying for cooler climates...

For oven-drying have trays that fit the oven and allow for air circulation. Dry corn at 150 degrees F. Leave oven door slightly ajar. Stir the corn and turn trays every half hour. Watch the corn carefully to prevent scorching at the end of the drying period... about 8 hours after the corn has been put in oven. After turning off heat, open oven door wider and let food stay in the oven an additional hour. Added warmth will not harm corn, but a damp kernel can spoil the whole batch. Corn thoroughly dried is so brittle it shatters when hit with a hammer. Store the dried corn in glass jars sealed with rubber jar rings. Store the jars in a cool, dark, dry place.

When you want to use the dried corn, soak a portion of the corn in just enough cold water to cover... until the kernels are plump. Then cook the corn in the same water. Boil the corn slowly in a covered pan until tender.

## RATION FREE "C"

All canned citrus juices are now ration point free. Commercially packed orange juice has had a zero point value for some time, and grapefruit juice and grapefruit-orange blend got their new status last week (August 5.) The outlook for civilians is more favorable with decreased takings by the military services. And there's every indication of another large pack of citrus juices this year.

Americans really go for canned fruit juices. In the years between 1935 and '39, the average use was about 4 pounds per person. This year, per capita use of commercially packed juices will be over 10 pounds. While this figure includes purchases of apple, prune, pineapple and other fruit juice nectars, about three-fourths of the commercially packed fruit juice we civilians drink is citrus.





...more citrus juices ...

The expanded production and wider distribution of citrus juices make it possible to procure supplies at almost any retail outlet. During the war, canners have been encouraged to put up a large citrus juice pack to meet civilian and military requirements. Grapefruit juice has also been subsidized as a means of preventing inflation. The subsidy enables consumers to buy this vitamin C rich item at reasonable prices.

Another vitamin C juice is also point free. Tomato juice in the vegetable beverage classification is in good supply. It's expected that civilian purchases of commercially packed tomato juice will average about 4 to 5 pounds this year.

DID YOU FORGET SOMETHING?

This has been a year for enjoying more glasses of our favorite beverage food, milk. At the same time there has been a record production of milk, the bottle supply is down. Reports from the dairy industry in all sections of the country show that milk bottles are very short, bottle problem is particularly acute on the East and West Coast.



Bottle manufacturers say they can't turn out new bottles fast enough to take the place of all those not being returned. Nor can enough paper cartons be made to take the place of glass containers. It boils down to the fact that if we expect to get our milk, we'll have to do our part and return the empty bottles.

This is not a new subject, but if there is such a difficulty in your area, a plea from you would certainly help get those bottles back into circulation.

NOTE TO BROADCASTERS

Recently we asked for suggestions to improve Radio Round-Up. Several of you wrote in and said that if Round-Up was written in script style, you could use it verbatim on your programs.



Script style is the easiest to use, that's true. But we'd like to tell you why the background style is particularly advantageous in this service. The material purposely calls for local adaptation. Thus the same information can be used by several broadcasters in one city. Round-Up is sent from Washington by leased wire to five area offices. These offices add information of local interest and mimeograph Round-Up for exclusive Monday delivery to radio stations. Here again, by using background style, we can get more material on limited wire space.

DEATH TO WEEDS

To the average homemaker, 2,4-D may sound like a football signal. But if she has a lawn to keep, she'll be interested to learn that it's really short for a chemical weed killer, 2,4-Dichlorophenoxyacetic acid. In solution, this chemical can be sprayed easily and inexpensively over a lawn to kill dandelions, plantains and many other weeds without harming the sod. Chances are your listeners won't find much 2,4-D in their garden supply stores until after the war, but it is being put up in limited amounts in a few weed killing preparations.

The plant scientists of the United States Department of Agriculture have been experimenting, in cooperation with certain state agricultural experiment stations and

the United States Golf Association green section on the use of this plant growth regulator. Perhaps you'd like some of their findings.



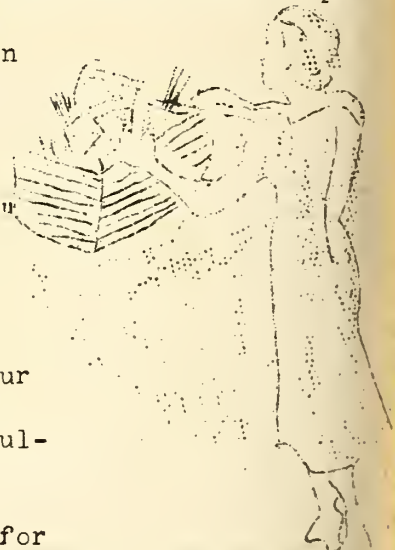
First, 2,4-D is not effective on weed grasses like Crabgrass, Johnson grass, nutgrass. It does affect bent grasses and should be used cautiously on lawns of this type. It does not hurt Kentucky bluegrass, annual bluegrass, redtop, fescue and Buffalo grass.  
...Harmful to garden plants...

In applying 2,4-D to their lawns, you'll want to tell your listeners, they should make sure none of the chemical blows or drifts into their gardens. It will injure plants like beans, tomatoes and squash. So far, there's no evidence that 2,4-D is harmful to human beings. It's non-corrosive and non-inflamable. It does not harm soil that's already well sodded. But if sprayed on bare soil, it does affect crops planted there later.

#### ON THE BEAM

Land Army women who're sweating it out in long bean rows or at other back-breaking farm jobs are feeling very good these days over an extension service bulletin put out by Cornell University. Dr. C. G. Bradt wrote the bulletin to give farmers more practical pointers on handling help... all kinds of help. Since Pearl Harbor, thousands and thousands of women have pitched in to help farmers save their crops. So naturally, Dr. Bradt said something about these workers.

"Women", said Dr. Bradt, "are very good employees", and then he gave the reasons... reasons that will make every woman beam. Here they are: "Women stick to a monotonous job. They listen readily to advice. They follow instructions. Women have patience with tedious work. They show loyalty. And last, they're willing to admit their mistakes promptly." Women can take a bow; Cornell University says they're good.



#### NOT SO DEEP

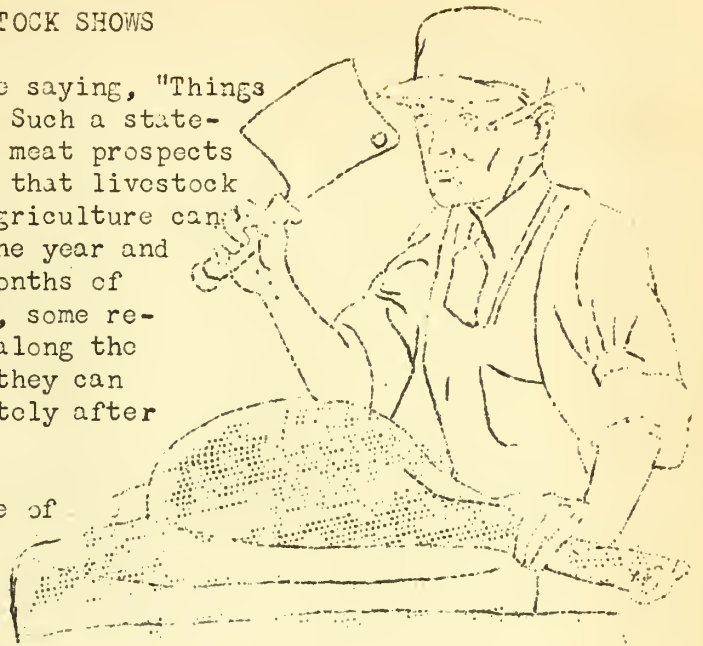
Post-war home note of the week is of special interest to your listeners who plan new kitchens after V. J. Day. It comes from the home management specialist of the California Agricultural Extension Service.

Many kitchen drawers... say the specialist... are too deep for the equipment stored in them. As a result, valuable storage space is wasted. So when new drawers are built, tell the homemaker to plan them to be of a convenient depth that will make use of all the space. And remind her to plan sections and trays for the kitchen drawers before the new storage space is built.



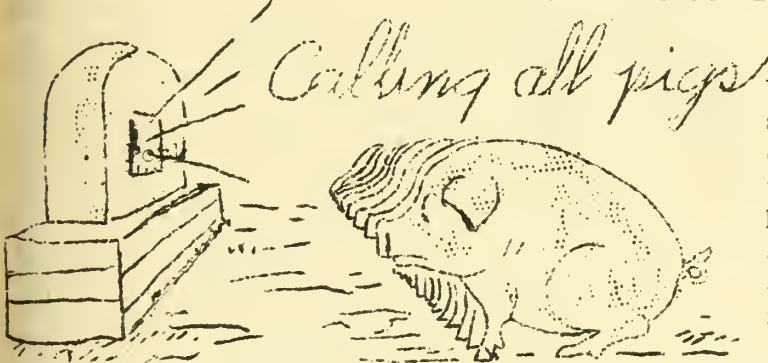
## LIVESTOCK SHOWS

All of us dislike the implications in the saying, "Things will get worse before they get better." Such a statement might well have been applied to our meat prospects earlier this year. Now it's with relief that livestock specialists in the U. S. Department of Agriculture can say that meat has passed the "low" for the year and will be in better supply the remaining months of 1945. For the first time in many months, some retail meat dealers in the shortage areas along the Atlantic and Pacific coasts report that they can carry over meat and not sell out immediately after the meat truck pulls up to the door.



The situation is relieved chiefly because of recent reductions in government buying. About 36 percent of the total meat from Federally inspected plants is being set aside for government needs... chiefly the military... as against 46 percent of the total in the first six months of this year. Of course, government purchases will be stepped up in the last quarter of 1945 when there is a seasonal gain in meat output. There are other factors improving the supply. Distribution is more even. And shipments of lambs and grass-fed cattle to market are increasing.

## FOR YOUR MENU SUGGESTIONS



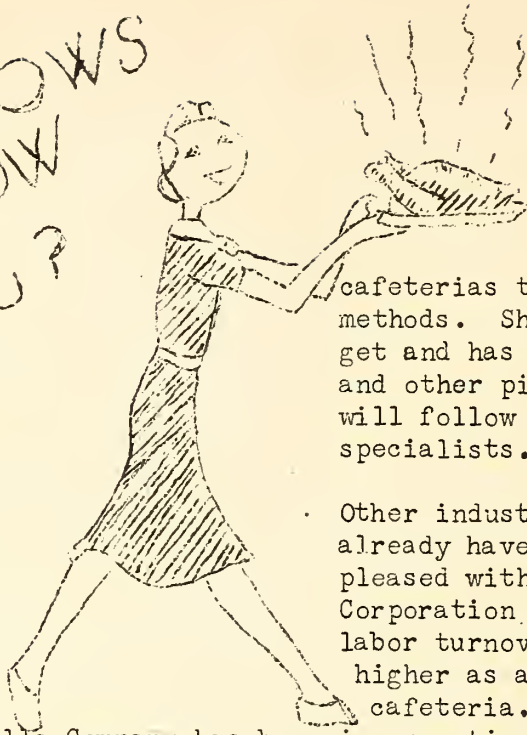
You'll probably find that beef, veal and lamb supplies are the most adequate. Pork will continue scarce until early winter when the 1945 spring hog crop is marketed. Supplies should show considerable improvement next spring when the crop of 1945 fall pigs reach market weight.

Looking at total meat production this year, the Department of Agriculture says United States supplies are 8 percent less than the all time high of 1944 but 40 percent above the 1935-39 average.

## IT'S ALL IN THE PLAN

Housewives throughout the Southwest might take a lesson in food planning from the Ethyl Corporation at Baton Rouge, Louisiana. Employees of this refinery, numbering in the thousands, who at present have no access to warm lunches, soon will eat nutritious meals in one of the most modern plant-operated cafeterias in the Southwest. Plans are already approved for a red brick air-conditioned building set in beautiful landscaped surroundings. Attractive features in the plan include a kitchen designed for efficiency and compactness... equipped with a cold storage room, walk-in refrigerators, and a special sanitary arrangement for garbage disposal. Besides two large dining rooms, space has been set aside for employees to use for committee meetings or entertainment.

SHE KNOWS  
HOW  
DO YOU?



This dream did not just happen. Although the cafeteria is not expected to open until December ... a trained dietician has already been on the job for several months. She began by visiting a number of successful industrial cafeterias throughout the nation to study their methods. She has already worked out her budget and has begun selecting dishes and silver and other pieces of equipment. Her menu-pattern will follow suggestions of USDA industrial food specialists.

- Other industrial plants in the Southwest which already have in-plant feeding service are well pleased with their investment. Globe Aircraft Corporation in Fort Worth, has found that labor turnover is lower and morale of workers higher as a result of their company-operated cafeteria. Although the cafeteria at the

Dallas Cotton Mills Company has been in operation only a short time... production per man hour has increased, with improved quality and higher morale. North America Aviation, in both Dallas and Kansas City, report better employee relationships and believe that in-plant feeding is at least partially responsible for reducing absenteeism and labor turnover, fewer accidents, and increased output per hour.

Homemakers who have members of their families working in plants where a hot mid-shift meal is provided on the job can be sure they have one good meal a day. It's up to the homemaker to keep the other two meals up to par. Tell your listeners to take a tip from the dietician at the Ethyl Corporation... and plan their food operations well in advance. For the homemaker... this means... among other things... canning foods while supplies are seasonally plentiful so pantry shelves will be stocked this winter... to provide nutritious meals the year-round.

Homemakers, too, may receive help on menu-planning from the U. S. Department of Agriculture's trained nutritionists.

#### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture.

Irish potatoes rated top position as the best buy in Southwest fruit and vegetable markets this week, according to USDA's Office of Marketing Services. They were in plentiful supply at reasonable prices at most markets.

Other vegetables offered were also in good supply with cabbage, carrots, green peas, green beans, lettuce and tomatoes near the top of the list of best buys.



Of the fruits or melons offered, oranges led the list. Peaches, lemons, apricots, watermelons and cantaloupes also were fairly well represented although the offerings of peaches have declined sharply as the end of the harvest season approaches.

In even shorter supply, but mentioned at one or more markets were onions, corn, turnips, beets, peppers, and squash; plums, pears, and grapes.

In view of the general food situation, the USDA continued to stress the need for all home canning possible and the full use of fall Victory gardens.

"BEST BUYS" AT KEY MARKETS

ARKANSAS:	<u>Little Rock</u> .....	oranges, pears, grapes, potatoes, onions
COLORADO:	<u>Denver</u> .....	apricots, apples, oranges, bunched beets, cabbage, bunched carrots, green peas, potatoes, spinach, squash
KANSAS:	<u>Topeka</u> .....	apricots, peaches, cabbage, corn, potatoes
	<u>Wichita</u> .....	citrus fruits, apricots, tomatoes, corn, lettuce, cabbage, potatoes, eggplant, peppers, watermelons, cantaloupes
LOUISIANA:	<u>Baton Rouge</u> .....	Irish potatoes, crowder peas
NEW MEXICO:	<u>Albuquerque</u> .....	beets, cabbage, carrots, cucumbers, lettuce, Irish potatoes, squash, turnips, endive, green beans, peas, cooking apples, oranges, lemons, plums, cantaloupes, grapefruit
	<u>Santa Fe and Gallup</u>	
	<u>Roswell</u> .....	cabbage, carrots, green beans, lettuce, potatoes, cantaloupes, oranges, plums
OKLAHOMA:	<u>Oklahoma City</u> ...	cantaloupes, okra, peppers, peaches, oranges, tomatoes, watermelons
TEXAS:	<u>Fort Worth</u> .....	tomatoes, cabbage, small oranges, lemons, blackeyed peas, green beans, watermelons
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, peaches, lemons

COLOR SPREAD

Civilians will have access to about 100 million pounds of butter during August... an increase of around 15 million pounds over July. There are a couple of reasons for the improvement. The armed forces have reduced their domestic purchases because they are getting some butter from Denmark for use by our troops in Europe. Also the August production of butter now looks slightly higher than was first estimated.

The ration value remains at 16 points per pound, the OPA announces because of the recent point reduction from 24 points.

## CHICKEN... FOR FIGHTERS FIRST



Perhaps you have already read or heard of the new poultry procurement program announced recently by the U. S. Department of Agriculture. The order, WFO 142, effective August 13 will set aside for government purchase 50 percent of the poultry production of authorized processors. This order was discussed in a supplement mailed to you from the Office of Marketing Services August 6. Working together to make the chicken procurement program "click" are the Quartermaster Corps and the USDA. In the Southwest, states named in the order as set-aside areas are Oklahoma, Kansas and Texas.

Probably homemakers' first reaction on hearing about the order will be the question, "How will this affect my supply of chickens?" In answering that question, USDA officials say that the new program should result in more chicken for the housewife and less for the black market. One of

the provisions of the new order prohibits shipment or delivery of live poultry to a point more than 100 miles from the farm on which it was produced... except by those holding a letter of authority from the Deputy Order Administrator. This action, it was said should help stop the back road, long distance, unauthorized moving of fowls to unwarranted markets. Another question which may be in the minds of your listeners is, "Just what share of the national chicken supply is going to the armed forces? The Army is only asking for 15 percent of our total national supply. However, the Army is buying 50 percent of the production of authorized processors in 12 heavy producing states and all poultry possible will be directed to these authorized processors.

The program is designed to move rapidly so that the Army can fill its needs as quickly as possible. How will farmers and poultrymen be able to identify the buyers for authorized processors? Each buyer or supplier for authorized processors will be well identified with official stickers. What type of chicken is desired? Processors need the heavier chickens, the ones that are more suitable for canning. Canned chicken is particularly needed in the Pacific area where shipping space is crowded, distances are long and refrigeration facilities are practically non-existent. This means that a lot of hens are needed, but the U. S. Department of Agriculture warns farmers and poultrymen that they are not asked to sell their laying hens. It is suggested that only the hens available from normal culling operations should be sold ... as the nation's egg supply next year should not be endangered.

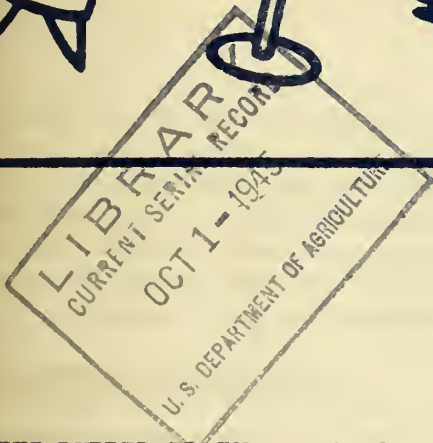


DALLAS, TEXAS  
August 18, 1945  
No. 33



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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U. S. Department of Agriculture

## THE BUTTER TRUTH

There are conflicting reports as to the size of our butter stocks. Also, people are wondering if victory over Japan will mean more butter for the home front.

Homemakers may expect more butter in the remaining months of this year, but not any great increase because total production during 1945 was the lowest in over 20 years. Another thing... we're approaching the season of lowest production. November is the nadir month. At the same time... the supply is limited, civilian demand is heavy, and military requirements have been high.

### The truth about spoilage...

As for reports that butter has been wasted through spoilage... the U. S. Department of Agriculture has checked every specific case and found that none could be verified. The storage of butter is not new... it's an established trade practice. So, there is no reason for butter to be spoiling in warehouses now when civilian stocks are less than in any pre-war year. Certainly warehousemen have not lost the knack of storing butter. It's true that butter is a perishable commodity and will spoil if carelessly handled or stocked in retail stores beyond ration point demand.

### ...production difficulties

If you're wondering why more butter was not made... here are some of the reasons:

It's true that milk production is the highest on record, but there have been heavy demands on the supply. Last year, we drank 4 billion more quarts than in 1941... the year of our highest butter production. We could not drink our milk and have it for butter too.

Many of our troops were in places where fluid milk is not available. These soldiers were supplied with whole milk powder. Production of whole milk powder has increased seven-fold since 1940.

Our soldiers like ice cream... and production of ice cream mixes has increased from practically an experimental basis before the war to 120 million pounds this year.

Large quantities of cheddar cheese and evaporated milk for our military forces and our allies had to come from our milk supply.

As for the available supply of butter this year... civilians will get three-fourths and military users one-fourth.

## CITRUS COME-ON

California Valencia oranges are now being shipped in quantities sufficient to meet consumer demands... and from a price consideration are a recommended fruit buy.

The shortage of oranges in eastern markets during June and July was due to limited labor in the production area and to transportation difficulties because of troop deployment to the Pacific. Lack of ice in shipping areas in California... combined with slower transportation... affected the quality of some of the shipments. But be assured there are plenty of oranges this season... about 6 million more boxes than last year in California.



The smallest ones stay home...

The crop is fully mature and you'll be seeing larger oranges than those on the market a few weeks ago. By larger, that means oranges with a diameter of 2 inches or so. The California crop this season is of predominately small sizes, but the very little fellows are being kept in their home state for use in canned orange juice and orange concentrate. Despite their size these small, thin-skinned California Valencia oranges are very juicy and rich in vitamin C.



ON A SOUR CREAM NOTE

To keep crisp salads marching to the table these late summer days, home economists of the U. S. Department of Agriculture offer a salad dressing variation that your listeners will find helpful.

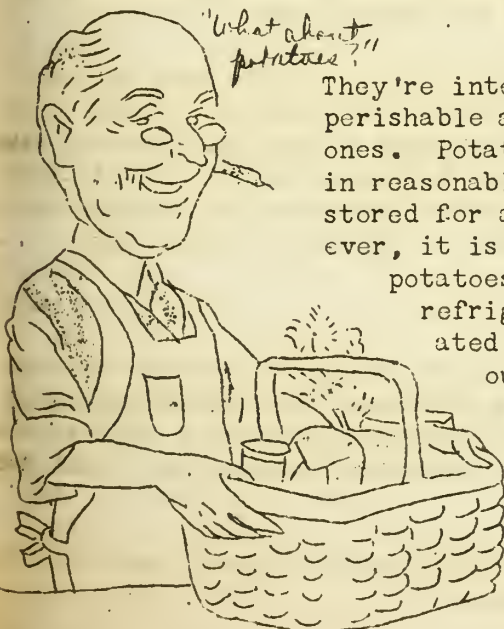
The recipe...

Cream that sours in hot weather can be turned to account as the fat in homemade dressings... say the food specialists. Sour cream dressing is particularly good with cucumbers, cabbage, lettuce or fruit. Easiest way to serve it is to whip the sour cream and add just a little salt, and a dash of dill or onion juice as desired. Advise your listeners to set the bowl of cream in a bowl of crushed ice as they whip it smooth and somewhat stiff. Tell them to avoid over-beating because the cream will churn and turn to butter.

They can make another version of the sour cream dressing by adding sugar, salt, a little pepper, lemon juice, and vinegar to the whipped sour cream.

POTATO PLOT

The quality of potatoes now on the market is high and the supply is plentiful. In the trade, these potatoes (now coming in volume from New York, New Jersey... from Washington, Oregon, Idaho... from Nebraska, Colorado and Texas,) are called "intermediates". They're marketed during August and September... when the early spuds are disappearing and before the fall or late potatoes are harvested.



To store... or not to store...

They're intermediate in keeping quality too... not quite as perishable as the early spuds but not as storable as the later ones. Potatoes harvested in August can be stored successfully in reasonably cool, dry, well-ventilated storage, and may be stored for a longer period of time in refrigerated storage. However, it is more economical for the trade to sell intermediate potatoes as they come on the market and not hold them in refrigeration. Late fall potatoes do not require refrigerated storage but can be held in common storage throughout the full winter period.

To see that the plentiful supply of intermediate crop potatoes are used, The U. S. Department of Agriculture is laying the groundwork for a program to encourage the consumption of spuds. The three angles you can stress are... the quality, the supply, and the fact that potatoes can take the place of more limited foods.

## WITH THE GREATEST OF EASE



These days our airplanes can carry 50 men, jeeps, even bulldozers and tanks. No wonder then that commercial gardeners are wondering about the post-war possibility of using airplanes to take their fruits and vegetables to distant markets.

Some experimental trips have already been made, but the cost per ton of produce for each mile is still many times more expensive than that of rail traffic. Airborne vegetables and fruit are, therefore, in the pro and con status. On the "pro" side one of the benefits of air delivery is that of quality. Possibly, vine-ripened tomatoes could be on the market all year round. Out-of-season asparagus or strawberries would be on the market more months of the year... and only a few hours after they were picked.

Also, fruits and vegetables that quickly lose some of their vitamin content in storage would be benefited. Vitamin loss would be cut down with rapid transit. Besides quality and food value improvements... there is the thought that new varieties of fruits and vegetables might be perfected. These varieties could be bred for superior flavor if they didn't need to stand the wear and tear of long travel.

### ...The "con's"...

On the con side of this air traffic is the matter of cost. At present... there is no comparable traffic in the reverse direction, and one way traffic is even more expensive. That is, the large producing districts in California, Texas and Florida can ship produce out... but there might not be a return load to these areas.

The refrigerator car is still a noble competitor then... and there is also the quick-freeze cabinet. If vegetables and fruits can be frozen within a few hours of the time they are picked, and are kept frozen, they don't have to be moved fast.

## BLACK SHEEP'S REPORT

Look for the supply of moderately priced essential wool clothing for civilians to improve during the last of this year and early in 1946. This is the conclusion of the Bureau of Agricultural Economics drawn from the following facts:

First, wool textile production has varied little from year to year during the war. Civilian supplies of wool textiles, however, have varied with military needs. This year, the civilian share so far has been somewhat less than it was last year... even less than it averaged in the pre-war years, 1934-38. It's been larger than in 1942 and '43. But now... because the army has already cancelled some of its contracts... civilians will have more wool during the last quarter of '45 and on into 1946.

### For men too...

Second... even though civilian supplies of wool goods are below the pre-war average... manufacturers are turning out more wool clothing fabrics. The production of drapery and upholstery material is limited. Little auto cloth is made. Most of the clothing fabrics are made for women's and children's clothing because up to now, the demand for civilian men's clothing was small.

As men return to civilian life and as automobile production is resumed, more wool will go into men's wear fabrics and non-apparel materials.



Last year, the amount of fabric made for women's and children's clothing was 60 percent more than it was in pre-war days. It continued well above the pre-war levels through the first quarter of this year.

Finally, the latter part of this year should see results from the OPA and WPB's low and medium-priced clothing programs. Much of the civilian supplies of wool textiles will go to make essential apparel items at moderate prices.

### FAT FUTURE

Although V-J Day means victory for the Allies, it will not bring peace-time abundances back over night. There will still be shortages of many commodities for varying periods of time. Regardless of V-J Day, fats and oils... for example... will be critically short for the next six months. Commercial products such as medicine, lubricants and soap are just a few things fats and oils are used for.

#### Still a job for homemakers...

Appreciable help cannot come from the Pacific, a normal source of supply, for a long time. Many of the mills over there have been destroyed, as has the inter-island communication system. Labor is still scarce. What there is, is needed to raise food and rebuild the country. Also, it will take a long time for transportation from the Pacific to get back to normal.

America must again turn to her homemakers for help. Urge your listeners to continue saving used fat and turning it in to their butchers.

### CANNING SUGAR NOTE

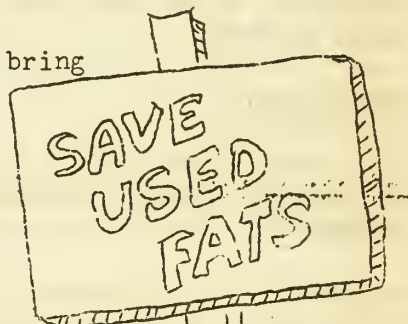
In a previous issue of Radio Round-Up, we said that the maximum canning sugar allowance this year was 15 pounds per person. That means no one in the nation can now get more than that amount. But the national average allowance is running much lower than the 15 pounds per person. Each regional OPA office is working on a quota basis ... that is, 70 percent of the amount it issued last year. In accordance with regional supplies, each regional office must work out a maximum per person allowance so that every applicant will get a fair share.

#### The southwest picture...

In the southwest... as well as elsewhere in the country... the average per person allowance of canning sugar has run much lower than the maximum permitted allowance of 15 pounds. Since June... the amount of sugar available for home canning have been so small that only about five pounds per person has been issued. Earlier in the canning season the amount was larger... bringing the average up to seven or eight pounds per person.

Patriotic homemakers who have returned sugar that was issued to them... but which they did not use for canning... contributed about 25,000 pounds to the dwindling supply in the Southwest during recent weeks. This has helped to alleviate the tight supply situation to some extent... and will enable late canners to receive more sugar than otherwise would have been available to them.

Applications for canning sugar must be received by August 31 in Arkansas, Louisiana, Oklahoma, and Texas... and by September 15 in Kansas and Missouri.



## SHORTENIN' BREAD

To make a little sugar go a long, long way... remind your listeners that sweet, hot bread... both quick and yeast varieties... will take the place of cake, pastry and other rich desserts, and will satisfy the family's sweet tooth.

Muffins and biscuits can be stirred up in a hurry and baked quickly. The homemaker may even speed the assembly by mixing the dry ingredients for the dough in quantity ahead of time and adding the fat and milk later. Refrigerator rolls are another time-saver since the yeast dough will keep satisfactorily in the refrigerator for at least a week.

### Variations...

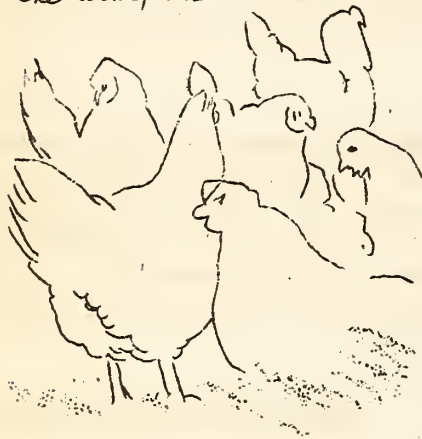
Food specialists of the U. S. Department of Agriculture offer these variations on the hot biscuit theme: Substitute orange or tomato juice... or sweetened applesauce with cinnamon... for all or part of the liquid in the basic baking powder biscuit recipe.

Suggest to your listeners that they use biscuit dough to make pinwheels. The trick is to spread a sheet of dough with filling. It may be chopped raisins or dates, spices and sugar, or cocoa and sugar, marmalade, jam, or finely chopped raw apple with cinnamon, or chopped candied orange or grapefruit peel. Then the dough is rolled in jelly-roll fashion, sliced off in inch-thick pieces and baked.

Hot bread, fresh from the oven, is always a treat... even when the thermometer climbs. With cold cuts, a generous raw vegetable salad, and fresh fruit, sweet hot bread makes a tempting light meal for late summer.

*"The Army needs us..."*

### MORE ABOUT CHICKEN



Millions of pounds of canned poultry are needed immediately to supply the nation's Armed Forces. Japan's surrender will not mean sudden end to the prodigious amount of food necessary to feed millions of men in top-notch fighting condition. To get this chicken quickly, the USDA, in cooperation with the Quartermaster Corps recently announced a new food order, WFO 142, aimed at procuring 125 million pounds of chickens. We told you something about this order in last week's Round-Up. This chicken procurement order, however, has not yet gone into high gear. Probably much of this slowness is caused by the many things that have happened since the program was announced. A million Russians started slugging it out

with the Japanese; the world heard the story of atomic bombs; Japan decided she had enough. In spite of all that has happened, however, chicken is still needed... in Army and Navy hospitals, rest camps, bivouac areas and barracks.

The Army... acting as agent for all military personnel... has already begun to purchase 50 percent of the poultry processed in authorized plants in Texas, Oklahoma and Kansas. But there are not yet enough authorized plants.

Tell your listeners...

To channel more chicken into these plants, farmers are urged to sell only to buyers and suppliers for authorized processors. Homemakers are urged to cooperate by using only a minimum amount of chicken. Processors are asked to qualify for "authorization" as speedily as possible so that the chicken procurement program can be finished quickly and successfully. The war's over, but the slogan... "Chicken is For Fighters First,"... still goes.



## BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price in most retail markets of the Southwest, as reported by the U. S. Department of Agriculture.

With Irish potatoes still the best buy on Southwest fruit and vegetable markets, you'll want to refer to the story entitled "Potato Plot" on page 3... for suggestions to pass on to your listeners when you discuss food shopping this week.

Another good buy among vegetable is cabbage... which is still popular at most markets. Several places also listed lettuce, green corn, peas, squash, carrots, tomatoes and onions... but these vegetables are less popular than they were during recent weeks except in areas of local production.

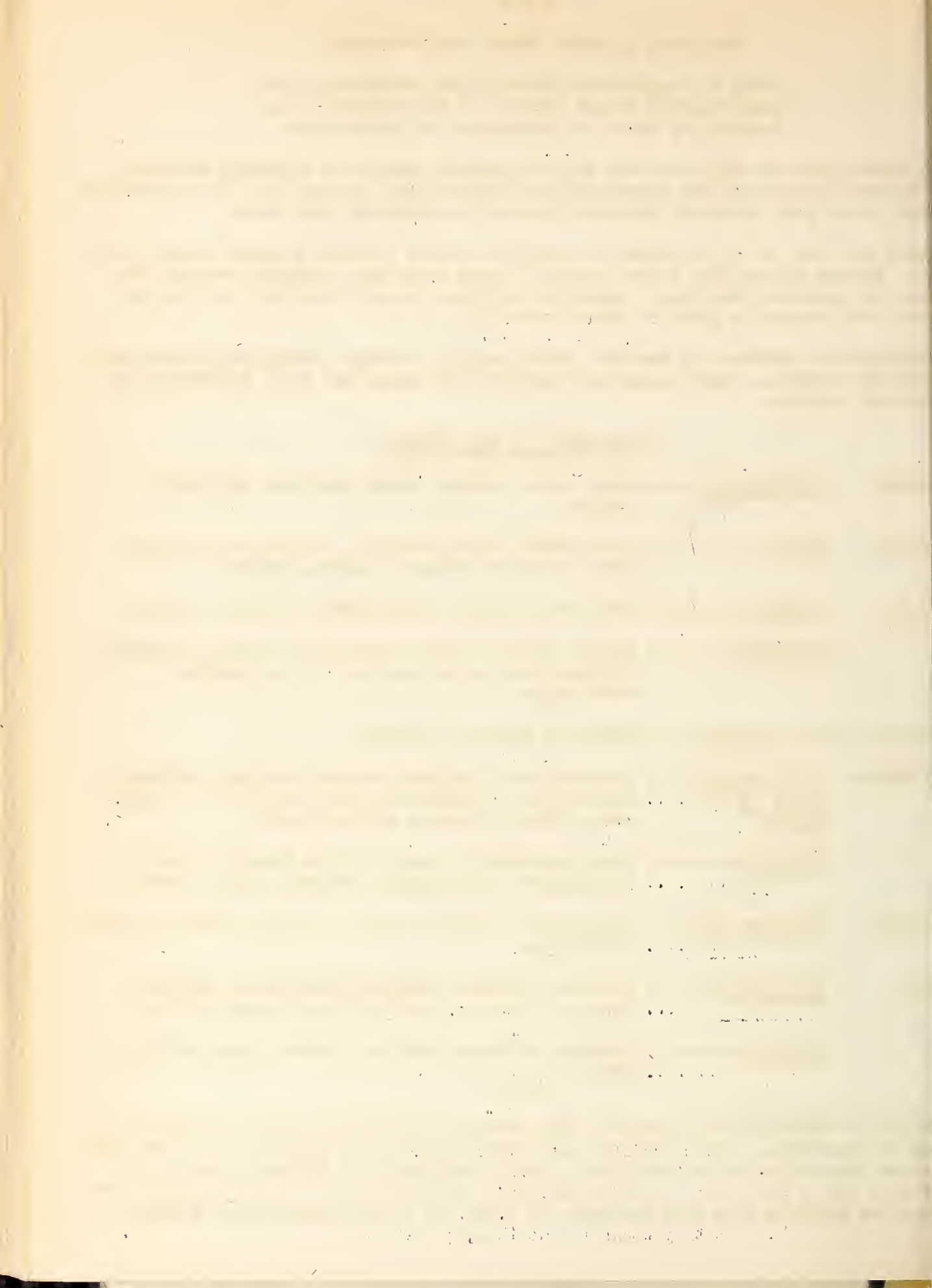
Cantaloupes and peaches are the best fruit buys... followed closely by watermelons, lemons and oranges... with apples and apricots also among the best selections at occasional markets.

### "BEST BUYS" AT KEY MARKETS

ARKANSAS:	<u>Little Rock</u> .....	green corn, lettuce, Irish potatoes, California oranges
COLORADO:	<u>Denver</u> .....	green beans, beets, cabbage, carrots, corn, green peas, potatoes, spinach, squash, apples
KANSAS:	<u>Topeka</u> .....	apricots, oranges, cantaloupes, potatoes, cabbage
	<u>Wichita</u> .....	lemons, limes, oranges, apricots, potatoes, cabbage, lettuce, home grown tomatoes, corn, peppers, cantaloupes
LOUISIANA:	<u>New Orleans</u> .....	tomatoes, cabbage, potatoes
NEW MEXICO:	<u>Albuquerque</u> .....	potatoes, bell peppers, onions, tomatoes, cabbage, cantaloupes, watermelons, carrots, lettuce, squash, peas, lemons, peaches, cooking apples
	<u>Santa Fe and Gallup</u>	
	<u>Roswell</u> .....	potatoes, cabbage, carrots, green beans, lettuce, cantaloupes, watermelons, oranges, plums, peaches
OKLAHOMA:	<u>Oklahoma City</u> ....	cantaloupes, grapes, peaches, apples, squash, potatoes, watermelons
TEXAS:	<u>Fort Worth</u> .....	potatoes, oranges, lemons, Texas pears, Illinois peaches, Texas watermelons, Texas sweet potatoes
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, peaches, lemons

--oOo--

Sir Francis Drake has been credited with carrying the first potatoes to England... from the New World. The story goes that Drake gave them to Sir Walter Raleigh, who planted them on his estate near Cork. That's how the first "Irish" potatoes of northern Europe happened to grow in Ireland. They were called "Irish" potatoes because the English, when they began to eat them, got their supplies from Ireland.





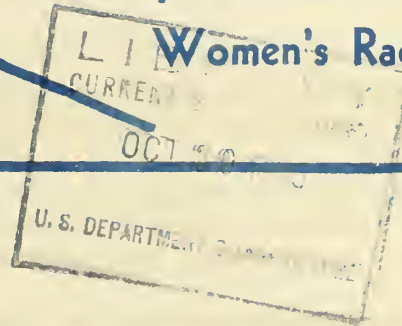
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p.4

DALLAS, TEXAS  
August 25, 1945  
No. 34



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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U. S. Department of Agriculture

## HARVEST HEAVE-TO

The total of our 1945 grain, fruit, vegetable, feed and fiber crops is adding up to the third largest in our history. The latest Crop Report of the U. S. Department of Agriculture estimates production to be a bit under 1944 and 1942... but nearly a fourth above the 1923-32 average. All this bounty must be gathered into warehouses and storage bins across the country to protect our food supply. This harvest does not just mean tomorrow's breakfast, lunch and dinner: it means meals well into 1946.

### Help wanted...

September and October are peak harvest months for many of our crops. And it looks now as though three million more temporary farm workers will be needed during this time. Victory on the battle front will not cure the farm labor shortage. Members of the armed forces are not being released fast enough to reach home for the harvest. Nor is the closing of war production plants making a big difference as many of the workers will be absorbed in plants where reconversion is already taking place.

The bulk of the harvest workers must be city and town men and women and boys and girls who will get temporary leave from school. There is a natural let-up after four years of unflagging effort, but the need to maintain our food supplies at high level continues.

### Ask him...

The County Agricultural Agent will tell you whether he needs men and women or boys and girls to help in harvest work in your locality. These workers will be paid prevailing wages for doing an important job. America's fall harvest will be urgently needed for our armies which must remain abroad, for liberated peoples who have not yet had time to produce food for themselves, and for the folks at home.

## JUICY FRUIT NEWS

Although commercially canned fruits are now off the ration list, there is still a home canning job to be done.

Budget-wise homemakers... even with limited stocks of sugar... will want to continue to take advantage of locally abundant and reasonably priced fruit by doing additional home canning. The homemaker who wants to assure her family a variety of fruit dishes this winter will also put up those fruits on local markets in line with her ability to handle them.

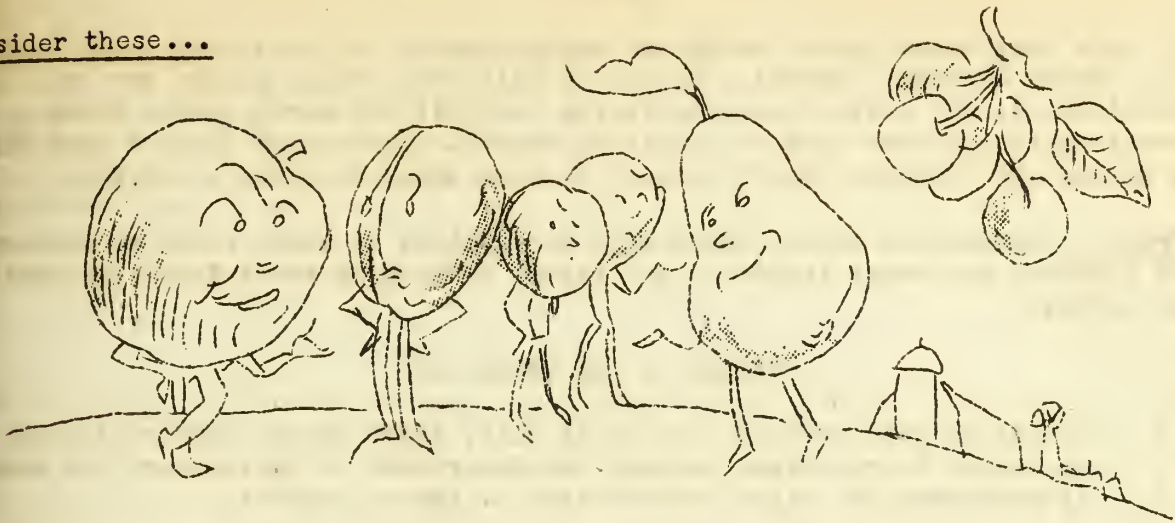
### Here's the reason why...

Military requirements for canned fruits have been cut in half, and for this reason our commercial pack could be taken off the ration list. The action means eight million more cases of canned fruits for civilians than last year.

This increase won't take care of all demands because the total pack is lower than was estimated earlier this year... principally because of short crops of red sour cherries and apples. The stocks released because of a cutback in military requirements plus the home canned stocks will keep our canned fruit supply in favorable terms.



Consider these...



Here are some supply tips on the fresh fruit market:

Apples: While apples usually vie with oranges for first place among our fruit crops, the supply this year will only be a bit more than half the size of the one last year. Nearly two-thirds of the 1945 apples will come from the West... with Washington State a principal contributor. The Eastern and North-Atlantic States have less than a third their average crop... the Central States less than one-half... and Kentucky, Tennessee and Arkansas about three-fourths their average.

Eastern markets which normally depend on local supplies will now need to get a goodly share of their apples from the Western States. Continued congested transportation may limit movement to the East.

Apricots: The harvest of this fruit has been completed, but production was down from last year.

Peaches: The only fruit in national abundance sufficient for home canning on a large scale is peaches. Most of the southern and California peach crops have already been marketed. But Washington, Utah, Colorado, Michigan, Illinois, Ohio, Indiana, Pennsylvania, New Jersey and New York will market peaches during late August and into September. With the exception of Pennsylvania all these states have above normal crops.

Pears: These are a fairly bright spot in the fruit picture with very heavy production in the Pacific Coast States and above average production in the South. Supplies from these areas will be available in October. Eastern pears, while short in supply, will be harvested in September and October.

Plums: This crop is down from last year but above the 10-year average... principally because of a good yield in California. By September 10, the California season will be largely completed. Michigan which ranks second to California in plum production will have only one-fourth the crop it had last year.

Fresh Prunes: This fruit also shows a gain over last year. Fresh prunes will be coming chiefly from eastern Washington, eastern Oregon and Idaho. They will be available in eastern markets during September and early October.

Grapes: This crop constitutes one of our major sources of fruit this season and is 18 percent above average. Normal supplies of California table grapes are expected to be available on all eastern markets during the fall and early winter months. Transportation is a factor that may limit shipments. Eastern or Concord type will be very short, and full use should be made of them where they are available.

Other Fruits: In limited areas, there will be supplies of such fruits as currants, figs and quinces, but these fruits do not figure largely in total fruit production in this country.

#### ADVANCES ON THE MILKY WAY



Civilians will receive more fluid milk, light cream, buttermilk and chocolate dairy drinks because the Department of Agriculture has recently suspended the sales restrictions on these products.

Since the fall of 1943, milk distributors in the large cities of the nation have been on a quota as to the amount of these products they could sell. The order maintained sales at a high level, but prevented any advances so that increases in milk production could go into butter, cheese and evaporated milk supplies. What's more the order avoided rationing a highly perishable and locally-produced product.

#### Supplies favorable...

The milk sales quota could be removed now because of the high level of milk production during recent months and favorable supplies of manufactured dairy products. The freeing of fluid milk from any sales control points the way to a higher level of fluid milk use from now on.

Cream that may now be sold as a result of the suspension of this order is only "coffee cream"... that is cream not over 19 percent butterfat. Whipping cream still remains a luxury article and cannot be sold for a while yet.



#### ON APPRAISAL

The clothing picture will grow brighter in coming months. Even so, clothing is too scarce this season to risk gambling on the misfit that may go unworn. Advise your listeners to shop for the needed ready-made in the fall wardrobe with an appraising eye... especially as to alterations,

#### Beware of these...

Clothing specialists of the U. S. Department of Agriculture warn against buying a ready-made that requires complicated changes. Many misfits cannot be remedied. In some materials... such as jersey... the previous stitching line shows when the seams are let out. A narrow cap sleeve or back cannot be satisfactorily enlarged unless there are unusually wide seam allowances. Skimpy shoulder seams soon tear out.



So remind your listeners to examine seams, hem and waistline when trying on a ready-made. See if there's enough cloth to allow for needed changes or for possible shrinkage if the dress or other item will be laundered.

### Alter carefully...

Some other pointers on alteration, you may pass along:

Many ready-made dresses need to have the belt shortened and the hem adjusted. To shorten a belt, mark the correct length and remove extra length from the buckle end. If the hem is uneven, make sure first that the waistline and hip line have been properly fitted. Then mark the length.



When marking the hem, wear the same kind of shoes that will usually be worn with the dress. Have someone measure with a ruler, yardstick or skirt marker the desired distance from the floor.

In altering, rip no more than necessary. Clip the machine stitching between places to be changed. Remove stitching carefully to avoid pulling or tearing the cloth. Press the edges of opened seams with care so as not to stretch them.

### FINE FEATHERS

Here's another discovery of wartime research. It's reminiscent of the story of the packer who was able to process all of the pig except the squeal.

Big waste product of the poultry business has been the feathers of wet-picked chickens and turkeys. Because no cheap and simple preservative was available, millions of pounds of these feathers were wasted or used only as fertilizer. Wet feathers normally decompose too rapidly to be sent to a central place for processing.

### Necessity does it again...

When feathers were needed for camouflage material and other uses during the war, scientists went to work to find some means of salvaging these chicken and turkey feathers.

It's a feather in the cap of John I. Hardy, U. S. Department of Agriculture scientist, that he discovered a preservative meeting the requirements... cheap, simple and effective. The solution developed by Mr. Hardy and his associates is made by dissolving common salt and a small amount of commercial concentrated hydrochloric acid in water. Feathers treated 8 hours in this solution remain in excellent condition through shipment and storage.

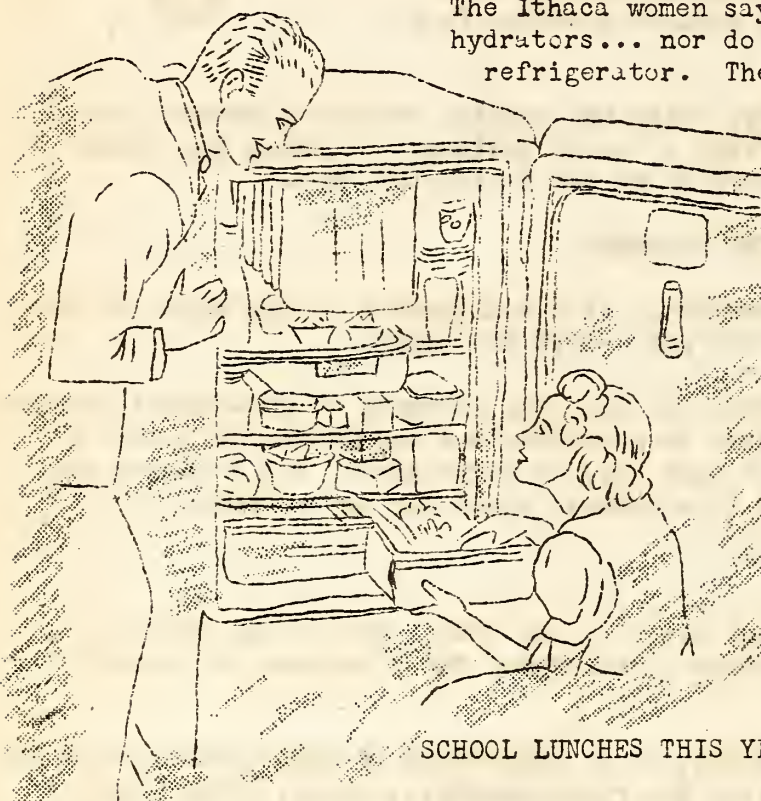
New methods of curling, processing and otherwise treating chicken and turkey feathers have greatly increased their suitability for sleeping bags, pillows and other uses.

### COLD COMFORT

Homemakers of Ithaca, New York, have definite ideas on improvements they want in the refrigerators they buy after the war. A survey by Mrs. Nancy K. Masterman, research associate at Cornell University, brought forth these suggestions:

- (1) More space for storing frozen foods... the refrigerator with frozen food storage of 1 to 2 cubic feet would seem to be adequate to supply the space needed by most families.
- (2) A flexible design for storage space that can be adapted to meet the special needs of each family.
- (3) More room for tall milk bottles.
- (4) A door latch that can be maneuvered with arm or elbow when both hands are occupied.
- (5) Shelves that can be pulled out to give easier access to storage space at the back.

A lot of little things...



The Ithaca women say they don't want glass covers on the hydrators... nor do they care for glass shelves in the refrigerator. They say glass is hard to keep clean and breaks too easily to be practical. These homemakers ask if the post-war refrigerator must be stream-lined, they would like a flat top where articles may be set when food is removed from the refrigerator.

These homemakers expressed appreciation for the performance of their refrigerators during the war years... for the silent mechanisms and freedom from frequent repair jobs.

Judging from this survey, the homemaker's dream of post-war equipment features small improvements rather than major changes.

SCHOOL LUNCHES THIS YEAR? YOU BET

Looming up on the September horizon are the familiar readin', ritin', and 'rithmetic. And mothers of school children everywhere are already planning school wardrobes... while wondering whether the school will serve hot lunches this year or whether the discarded chore of packing lunch pails will have to be resumed.

You can reassure your listeners by telling them that school lunch programs throughout the nation will go on receiving government assistance during the school year 1945-46.

Under the provisions of the last Agricultural Appropriation Act, Congress authorized the USDA to earmark fifty million dollars for school lunches. And the money will be used to defray part of the food costs just as before.



If any of your listeners are active leaders in pushing the school lunch program in their communities and are wondering what happens this year, you might tell them this: Schools which participated last year are being reinstated under a simplified form of agreement... upon their request. Any schools that have never served community federal school lunches before but would like to start this year, may apply to the U. S. Department of Agriculture, Washington 25, D. C.



In brief, the program operates like this: Some civic-minded group acts as sponsor. Now, that group may be the school board or some other school organization, a parent-teachers group, farm group, or any non-profit organization. The sponsor applies to the USDA for financial aid, and if the application is approved, the USDA and the sponsor then enter into an agreement which sets forth the responsibilities of each.

During the 1944-45 school year, participation in federally assisted school lunch programs reached a new high. In April of 1945... 42 thousand schools in every state... in Alaska, Hawaii, Puerto Rico and the Virgin Islands... got financial help or food supplied by the Department of Agriculture.

That spelled hot lunches for over six and a half million school youngsters. And it's likely that this year even more schools and more children will benefit by the community-federal school lunch program.

#### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Because of their good supply and relatively low prices Irish potatoes... for the third consecutive week... rate first place on the Production and Marketing Administration's list of best fresh food buys in this area.

According to all present indications... these energy-rich, versatile tubers will continue to make meal planning easy for several weeks to come. This year's total potato crop of more than 420 million bushels is the third largest on record. "Intermediate" potatoes... which are supplying southwest markets at the present time... comprise nearly 33 million bushels of this total.

To make the most of the minerals and vitamins in potatoes... you may want to remind your listeners... the peeling should be as thin as possible. "Skins on" is the best rule. If potatoes everyday become monotonous... all that's needed is a change of style. Remind your listeners of the "thousand and one" ways to cook potatoes... emphasizing the recipes that require little or no fat.

Other good vegetable buys in the Southwest this week include cabbage, carrots, and lettuce... either of which will make a good menu-complement for potatoes. Favorite selections also include peas, sweet potatoes, onions, squash, and green beans,... although none of these are anything like as popular as the top four.

Oranges are still the best fruit buy... followed closely by peaches and cantaloupes. Watermelons continue to be a favorite selection in several markets... while grapes and lemons complete the fruit list.

"Best buys" at key markets...

ARKANSAS: Little Rock..... California grapes, oranges, Irish potatoes, cabbage, carrots

COLORADO Denver..... cabbage, cauliflower, corn, lettuce, onions, peas, potatoes, squash, apples, peaches

KANSAS: Topeka..... peaches, apricots, cantaloupes, potatoes, cabbage

Wichita..... citrus fruits, carrots, lettuce, cabbage, tomatoes, potatoes, cantaloupes

LOUISIANA: Baton Rouge..... Irish potatoes, sweet potatoes, oranges

New Orleans..... potatoes, tomatoes

NEW MEXICO: Albuquerque..... local potatoes, cabbage, carrots, lettuce, squash, cooking apples, grapefruit, oranges, lemons

Gallup and Santa Fe

Roswell..... cabbage, green beans, potatoes, carrots, lettuce, oranges, peaches, plums, cantaloupes, watermelons

OKLAHOMA: Oklahoma City.... blackeyed peas, lettuce, okra, sweet potatoes, cantaloupes, grapes, citrus fruit, tomatoes, watermelons

TEXAS: Fort Worth..... potatoes, watermelons, tomatoes, small oranges, sweet potatoes, blackeyed peas, beans, okra

Houston..... potatoes, cabbage, carrots, onions, peas, peaches, lemons

LARD-ER FACTS

You're going to find slightly more lard on the market in the immediate future. But don't forget that fats and oils are still in critical supply over the country. Hog marketings are still low and the spring crop of pigs does not move to market in any volume until October. Nor can we depend on oil imports until sources in the Pacific area are again in production. Supplies from other sections of the world are needed for use in the fat-starved countries of Europe.



More for cooking...

There will be more lard for cooking use in this country though... as lard producers now do not have to set aside any of their output for government purchase. Military requirements for lard have changed since the end of the war with Japan... and government agencies can get what lard they need in the future on the open market.

TAKING FOOD STOCK

Secretary of Agriculture Anderson... in a radio report August 23 on the food outlook... said that shortages will ease in the months to come but that we cannot slacken our efforts to produce and conserve food and use it to make a stronger peace.

Military needs decrease...

He said there will be more meat because cattle marketings are increasing and the armed forces can buy beef, veal and hams on the open market without getting specific set-asides from packers. How soon meat rationing can be ended all depends on the number of cattle marketed and the amount of meat that must go into storage to take care of needs next year in the off-marketing season.

Secretary Anderson said that milk production is at record levels. The military forces have most of their butter, cheese, dried and evaporated milk requirements for the next six months. This means a better situation for dairy products than last year at this time. Evaporated milk may soon be off the ration list. Cheese will be easier to obtain... but a great deal is still needed for the hungry peoples abroad.

Some items still short...

Eggs are limited because this is the period of lower production. However, civilian demand for eggs will slacken now that more meat is coming. Canned fruits and vegetables are off the ration list because of smaller military requirements and because of the good job being done by home canners. There will be more canned fish for civilians than expected earlier.

Dry beans may be short because of a smaller crop... and the need for this easily stored food abroad. Military services still need a good share of our turkey... but will need less canned chicken.

Sugar and fats and oils continue on the critical list... said Secretary Anderson. World sugar supplies are tight and no substantial increase of this commodity is expected until early 1947. Fat salvage is important especially for soap supplies until the Pacific area is back in fats and oils production.

Conserve for peace...

We still have a large army and navy to feed... and food production cannot improve materially in Europe until harvest time next year. He stresses that with peace foremost in our minds... we cannot jeopardize it by allowing hunger abroad.

## SOUTHWEST FAT SALVAGE REPORT

Peace has not decreased the need for used kitchen fats. Since we used up all of our reserves during the war, we must have more supplies to speed the wheels of reconversion. Housewives have set their national goal for this year at 250 million pounds of salvaged fats. This national goal was allotted to the states on the basis of their population.

### Our progress...

In the Southwest... according to OPA reports... 1945 collections from January 1 to June 1, and the amount which still must be collected to meet State goals are: Arkansas collections 201,934 pounds, leaving a balance of 3,158,268 pounds needed to meet the year's goal; Colorado collections 821,489 pounds, balance needed 1,216,292 pounds; Kansas collections 1,281,140 pounds, balance needed 4,542,432 pounds; Louisiana collections 237,440 pounds, balance needed 4,323,341 pounds; New Mexico collections 75,173 pounds, balance needed to meet the year's goal 897,975 pounds; Oklahoma collections 622,961 pounds, leaving a balance of 3,220,382 pounds; Texas collections 1,708,586 pounds, balance needed to meet the year's goal 10,615,566 pounds.

These figures emphasize the fact that it's going to take every spoonful of fat homemakers can scoop, scrape and skim... to meet the year's goals.

### ANY EGGS TODAY?

The job of keeping meals up to par nutritionally during the war when many foods were scarce has taught housewives the country over how important it is to make the best possible use of the foods that are plentiful. Eggs became a popular protein-alternate for meat. Then eggs became scarce... because hens just naturally take a vacation in the summertime. They don't lay many eggs during hot weather... and many of the eggs that are produced spoil because of the heat.

### Good views in the Southwest...

But here's a cheerful note for homemakers in the Southwest. The egg supply situation is improving in this section... faster than appears to be the case in other parts of the country. Of course all the eggs are not the kind to serve "sunny-side" up...but they're good enough to relieve the egg shortage in this area just the same. These medium grade eggs are especially good for use in cooking... and the supply of this type of eggs in some Southwest areas right now is greater than the demand. This means that the Southwest homemaker who isn't too insistent on top quality should... in most instances... be able to buy plenty of eggs to keep her meals up to par.

### WHILE THEY'RE PLENTIFUL

Baked potatoes belong on any list of good things to eat. Crisp brown skins popped open to show the white, mealy pulp brushed with just a little bit of fat... that's a picture of one of our great American vegetables at its best.

To get that mealy, dry perfection in the baked potato... bake it in a hot oven until thoroughly done. The home economists say the temperature should be 400 to 425 degrees F. When you take the potato out, give it a cross cut on one side to let the steam escape. Then squeeze the potato a bit to loosen the inside and make a little of the potato bulge up into the crosscut slash.



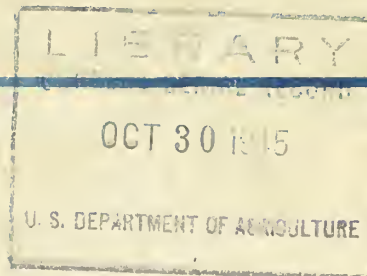
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DALLAS, TEXAS  
SEPTEMBER 1, 1945  
No. 35



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

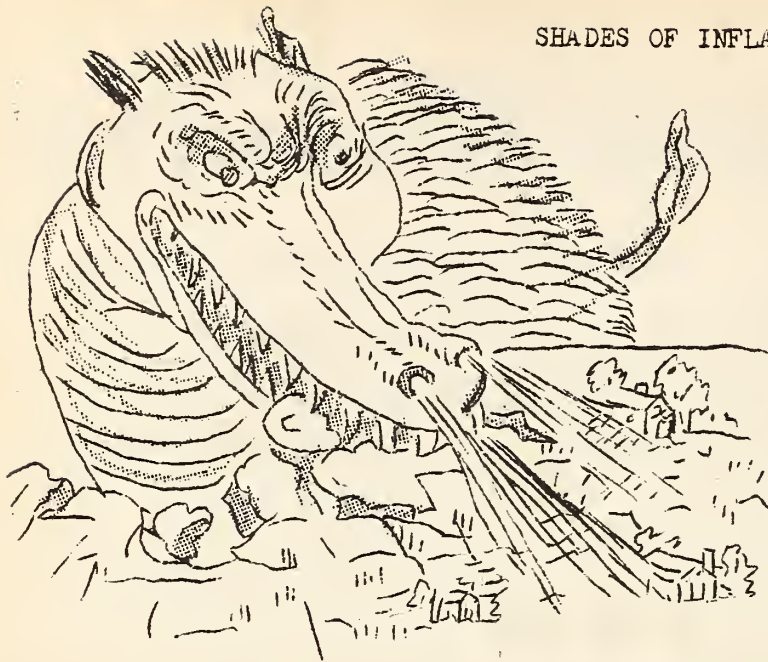


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U. S. Department of Agriculture

## SHADES OF INFLATION



Economists of the U. S. Department of Agriculture are haunted these days by some rather frightening ghosts. It's the memory of the thousands of farm families who lost everything they had during the land boom after the first world war that conjures up the unholy "haunts". Contracting to buy land at boom prices, these farm families were wiped out when prices leveled out to normal.

The economists are not a naturally morbid bunch of people who go around inviting the "haunts" to visit them. It's amazing, they say, that everybody doesn't feel at least a twinge of memory now... because land prices are once more spiralling upward and the

danger signals for a repeat performance of the land disaster of the early '20's are flashing for all they're worth.

### Trust only the expert...

On July 1, 1945 the national level of land values stood 57 percent higher than the 1935-39 average. About one farm in every twenty changed owners during the year ended March 1, 1945. That's faster turnover than we had during the peak year of our last post-war land boom, although it's somewhat slower than the record set in 1943-44.

There's not much question about who controls the family purse strings for small expenditures. The farmer... be he a returning veteran or a regular farmer... depends a lot on his wife's say-so in major purchases too. Before they sink their savings in a farm or ranch, the wise farmer's wife will insist that they get advice on their prospective purchase from land value experts. Veterans can go to the Veterans' Advisory Committee... set up in each county. They can get in touch with this committee through the County Agent. Other prospective buyers can also get advice... or find experts who'll help them... through their County Agent.

## READING TEA LEAVES

Tea supplies are almost normal in this country. With stocks on hand, plus an allocation through the Combined Food Board for the year ending April 1, 1946... there is no longer a need of distribution control on this commodity. As a result, the U. S. Department of Agriculture has cancelled the War Food Order on tea which determined the size package sold and the amount which could be distributed for civilian use.

The restrictions have only been lifted on black tea. Green tea imports have not been resumed as yet, and there are no existing supplies in this country for civilians.

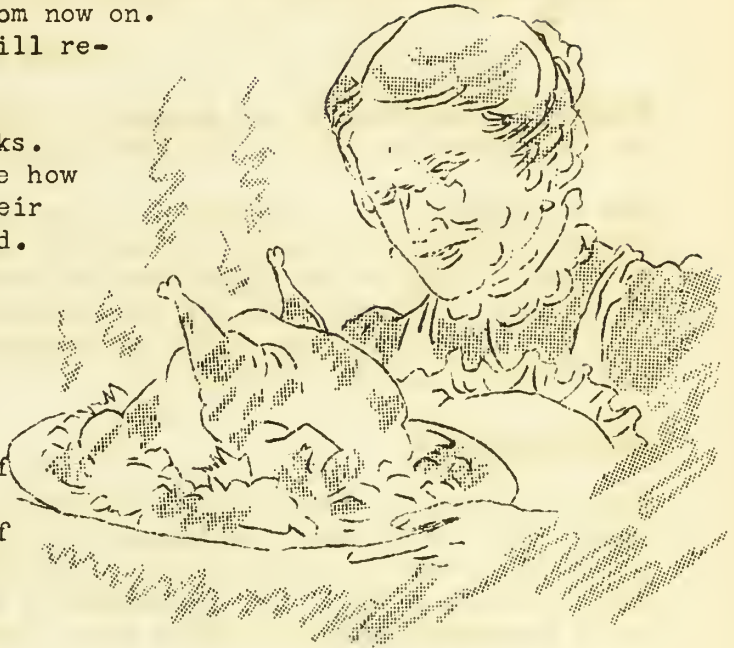


## CHICKEN COUNTRY-WIDE STYLE

You can assure your listeners that they'll find chicken very much easier to obtain from now on. There are three reasons why chicken will re-sume appearance on the home menu.

First, farmers are culling their flocks. Each year at this time, farmers decide how many chickens they want to keep in their laying flocks and which should be sold. This means more broilers or fryers... those chickens hatched in May... for the market. Also more stewing hens ... those culled from laying flocks.

Not only is this the season for increased poultry marketing, but more of the available supply will be going to civilians. The U. S. Department of Agriculture has terminated three food orders which directed chicken to the armed forces.



### Fryers and broilers...

No longer do commercial producers of broilers and fryers along the Atlantic Coast, in West Virginia, Arkansas, Oklahoma and Missouri need to set aside a high percentage of their output for military purchase. The order applying to poultry sold in the commercial broiler areas had been in effect since last December and has meant some 200 million pounds of fresh chicken for our fighting men in all parts of the world.

Now, the armed forces will use their supplies in storage and fill future requirements without the aid of this set-aside order.

### Fowls...

Additional chicken for civilians will be available from the 12 Mid-western States. Before V-J Day, the Army estimated it would need about 125 million pounds of chicken from these states... chiefly for canning and delivery to the Pacific area where refrigeration is limited. With the war's ending, stocks of canned chicken now in possession of the armed forces are deemed adequate for awhile.

So the food order requiring authorized processors in these 12 states to set aside half of their production for military purchase is cancelled. The five million pounds of chicken obtained since August 13... when the order went into effect... can be used to increase the supply of canned chicken now owned by the Army. As more is needed, it will be obtained on the open market.

### Turkeys? That's different...

The only poultry order still in effect is that on turkey. Our service people wherever they are stationed this Thanksgiving, Christmas and New Year's Day will get the

traditional holiday feast. So until requirements are filled, all turkeys that can pass the Army induction test are being taken. Military buyers hope to have the needed amount in time for civilians to get Thanksgiving turkey.

### SLOW BUT SURE

Enough DDT has already hit markets to bring in letters asking for the best ways to use it around the house. But more will be available as time goes by.

The entomologists of the United States Department of Agriculture tell us that homemakers can't expect miracles from this new insecticide. Because, like any other, it must be used in the right form, at the right places, for the right length of time to produce good results. And experiments on the best ways to use DDT against various household pests are still in progress. However, some facts about the use of DDT in the house are definite.

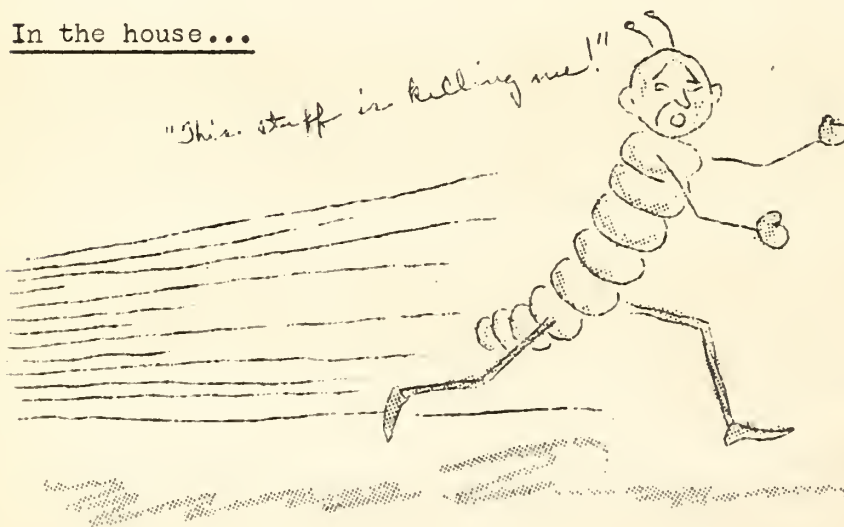
#### Out of doors...

DDT is effective on body lice, bedbugs, some species of flies and mosquitoes. Scientists have already determined the proper ways to use it to kill these pests. While they haven't yet found the exact forms of DDT most effective against clothes moths, carpet beetles and silverfish... their experiments show that it should prove to be a valuable weapon against these pests too.

Results of experiments on certain species of ants, cockroaches, spiders and ticks have been inconsistent. And DDT offers little or no help when it comes to chiggers and some of the other insect pests.

It's a slower poison than some insecticides we now use, but one application of it often lasts for weeks. As for its effects on human beings, we needn't worry too much about DDT poisoning because it has less toxic effect than some of the other insecticides. Too much of it will make a person sick. However, if DDT comes to market in ready-to-use compounds... and it looks now like it will... the compounds for the most part contain from only one-tenth of one percent to about ten percent of the poison.

#### In the house...



The types of DDT compounds vary from a dust to oil sprays and different kinds of water sprays. A wettable DDT powder will most likely be used a lot outside the home because it mixes easily in water, has no odor, is harmless to men and animals and it presents no fire hazards. It can't be used inside the house as it leaves a white residue of DDT crystals.



The dust and oil sprays can well be used inside the house. Caution should be taken with the oil sprays to prevent large amounts of the mixture getting on the bare skin.

When using DDT sprays inside the house, homemakers should spray the insecticide on walls and ceilings, screens and baseboards rather than in the air. This leaves a residue of DDT crystals that lasts for some time and insects are killed when they light on or crawl over the poison.

### CANNY CUISINE

Now that canned vegetables do not necessitate blue point consideration, you may be interested in the particular canned vegetables that will be more generally available during the coming months.

#### A larger total...

To start with, civilians will receive about 40 million more cases from the total 1945 commercial pack of vegetables than they expected a month ago. You know that reduced military requirements account for some release of stocks to our markets. But food processors have also indicated that the new pack is almost 12 million cases larger than in 1944. The net result is nearly a fifth more canned vegetables for civilians this year than last.

If you want to gauge the good news on canned vegetables, compare the supply now expected with what was available last year. From the 1945 pack, civilians will have about 155 to 158 million cases compared with around 130 million last year.

These figures do not take into consideration supplies of tomato sauce, baked beans and baby foods which were not part of the vegetable packs under set-aside orders of the U. S. Department of Agriculture for military and war users.

#### More of some, less of others...

The armed forces of course, will still take a percentage of many of our canned vegetables, but requirements have been cut... more than half on certain vegetables and are down to zero on others. For example, all the lima beans, tomato juice and tomato puree packed this year will be for civilian use.

All in all, civilians will see very good stocks of such major packs as snap beans, corn, peas and tomato juice... also more lima beans and carrots than last year. While more canned whole tomatoes than last year will be available, the supply will not be as much as normally consumed. Home canners should keep this in mind when putting up stocks for winter meals.

The vegetables which will be in smaller supply than last year are canned asparagus, sauerkraut and spinach.

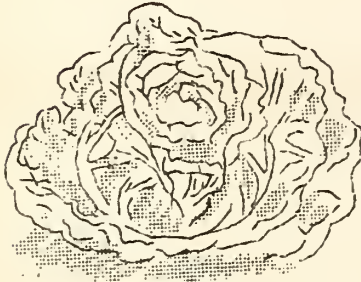
### BUTTER FLASH

No butter produced after September 1 will be set aside by the nation's creameries for sale to government buyers. The armed forces purchased most of their requirements during the months of heaviest butter production and will now use up their storage stocks. As a result there will be a small increase in the civilian supply, and homemakers will benefit by a cut in ration point values.

Still below par...

Civilian use of butter will not reach pre-war levels immediately. Butter production normally declines during the fall and winter months. And what's in storage for civilians at present will not add enough to current production to provide anywhere near a pre-war supply.

HEADS THIS WAY



It's time to get out the recipes for cabbage dishes. One of the largest crops of late summer and early fall domestic type cabbage is due for marketing early in September.

Good in quality and quantity...

The weather has been favorable to cabbage. Not only is the crop bountiful but the quality is good and there are many heads of large size. The harvest is expected to total 500 thousand tons which is 40 percent larger than last year.

This bumper crop has been produced in New York, Pennsylvania, Wisconsin, Michigan, Ohio, Illinois, Indiana and Colorado. Only about 5 percent of the late summer and early fall commercial crop is produced west of the Rocky Mountains.

As for distribution... cabbage from New York is marketed chiefly in the Middle Atlantic states with considerable quantities moving to the Midwest and South. Wisconsin and other North Central States send supplies to midwestern markets... and some to the South. The cabbage from Colorado goes to the Rocky mountain, West-South Central and Great Plains areas. Most markets will be well supplied by September 15.

Stress fresh use...

This crop is not the type that can be stored for long periods. Normally a great deal of it is used in sauerkraut. But for the last few years, there has been no tin for kraut except for military uses. The rest of our sauerkraut has been packed in bulk, glass or other containers.

The present allocation of tin for this year's pack of kraut is 4 and a half million cases as compared to the 6 and a half million cases packed in 1941. Another half million cases will be packed in glass. This accounts for only a fourth to a third of the fall crop. So you see a lot of cabbage must be used in fresh form during the next two months to avoid waste.

Selling points...

But there are many selling points for cabbage. The price is reasonable... an item to stress now that homemakers are saving to purchase household goods that will soon be coming to market. Besides being an economical buy, cabbage is a food value bargain. Among the vitamins found in cabbage are vitamin C (especially in raw cabbage), thiamin, riboflavin and niacin.

Minerals harbored in cabbage include calcium, iron and some phosphorus. As for suggestions on use... cabbage can be served alone... either hot or cold... and is adaptable in many dishes... salads, boiled, scalloped, quick-cooked in milk or in soup.



## RESEARCH REPORTING

The Agricultural Research Administration in the Department of Agriculture is issuing a series of reports on the results of research having important practical applications. Written in easy-to-understand style, each report is only one page long and covers only one subject. Sources of additional information are given on the reverse side of the sheet. Most of these reports concern advances in the science of farming and would probably be of only limited interest to women's program directors.

### You'll like these...

However, about ten have been issued so far that deal with subject matter likely to interest women considerably. They're designated by serial number and title like this:

- 6. (A) Protecting Man Against Trichinosis.
- 12. (A) Small-type Turkey Successfully Developed.
- 17. (A) Meat Successfully Dehydrated by Several Methods.
- 19. (D) A New Method for Dehydrating Cheese.
- 22. (D) Textile Fiber Made From Casein of Skim Milk.
- 27. (E) Insecticidal Aerosols.
- 31. (D) Butter From Sweet Cream Has Superior Keeping Qualities.
- 32. (A) Columbia Sheep, A Modern Made-to-order Breed.
- 39. (A) Instrument Measures Tenderness of Meat.
- 43. (A) Catalogue of Animal Parasites of the World.

### Write for yours...

You can get any one or all of these research achievement sheets, free, by writing to the Coordinator of Research Publication, Agricultural Research Administration, Department of Agriculture, Washington 25, D. C. As others come out that may interest women's program directors... Round-Up will list them for you.

### ATTENTION, PLEASE!



You've only to refer to this week's best buy list to know that potatoes rate a lot of attention from homemakers these days... especially from homemakers who take pride in serving wholesome, good-tasting meals at low cost. Potatoes at every meal would not be a bad idea right now while supplies are plentiful and prices reasonable. But the homemaker who serves potatoes often will want to change her style from meal to meal.

### Just ask for it...

To help her do this... the U. S. Department of Agriculture offers bulletin AWI 85, entitled "Potatoes in Popular Ways". A copy is enclosed with this week's Round-Up ... for your inspection. Tell your listeners to get their free copies from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Irish potatoes continue to lead the list of best fresh food buys at southwest markets this week, according to USDA's Production and Marketing Administration. Cabbage is in second place, followed by carrots, tomatoes, peaches and oranges.

Other good vegetable selections include green peas and cauliflower, which are especially plentiful in the northern part of the area as movement approaches its peak in Colorado producing sections. A newcomer on the list is sweet potatoes, which are beginning to move in volume from Louisiana. Bell and chili peppers are popular selections in New Mexico. Elsewhere over the southwest such locally produced items as blackeyed peas, onions, spinach, corn and cucumbers found popular favor during the past week.

Fruit selections continue to include watermelons and cantaloupes in areas of local production, with apples, grapes, lemons and grapefruit also good buys at occasional markets.

"Best Buys" at key markets...

COLORADO:	<u>Denver</u> .....	cabbage, corn, carrots, cucumbers, lettuce, green peas, potatoes, spinach, watermelons, peaches
KANSAS:	<u>Topeka</u> .....	peaches, pears, oranges, cabbage, potatoes
	<u>Wichita</u> .....	citrus fruits, peaches, pears, potatoes, tomatoes, lettuce, cabbage, corn
LOUISIANA:	<u>Baton Rouge</u> .....	Irish potatoes, cabbage, carrots
	<u>New Orleans</u> .....	tomatoes, potatoes
NEW MEXICO:	<u>Albuquerque</u> .....	potatoes, cabbage, carrots, cauliflower, cucumbers
	<u>Gallup and</u>	bell and chili peppers, apples, cantaloupes, grapes,
	<u>Santa Fe</u>	fruit, oranges
OKLAHOMA:	<u>Oklahoma City</u> .....	grapes, lettuce, carrots, onions, oranges, potatoes, tomatoes, sweet potatoes, blackeyed peas
TEXAS:	<u>Fort Worth</u> .....	potatoes, sweet potatoes, cabbage, tomatoes, black eyed peas, oranges, watermelons
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, peaches, lemons

TWIN TOPPERS

The elderly gentleman who... once upon a time... wrote that peas were "fit dainties for ladies because they cost so dear" might have to change his tune if he were alive today. Green peas from the San Luis Valley of Colorado are on the market in good supply at reasonable prices. You might like to pass this information on to your listeners... suggesting that they serve peas often during the peak of the harvest season. Besides their food value... green peas provide color appeal that's especially attractive alternated with beets, squash, carrots, or potatoes.

Another vegetable in the same category with green peas this week... is cauliflower. And this is another good vegetable to serve with peas... if your listeners want to feature two good buys at one meal.



Whether peas and cauliflower are used to complement each other... or served separately to lend their individual food charms to other vegetable combinations... your listeners will be interested in suggestions for selecting good quality offerings.

### Shopping hints...

Here's what the experts have to say about cauliflower. In the first place... the size of the head has very little... if anything... to do with the quality. It's the curd homemakers want to examine. Fine quality cauliflower has a curd that's white or creamy-white in color... with the flower clusters closely united to give a solid, firm appearance. And, of course, the curd should be clean. The jacket or outer leaves should be fresh and green, but the number of leaves left on the head has no relation to quality... since the leaves merely protect the very tender curd which is easily bruised and broken. Yellow leaves may be disregarded if the curd has all the other requirements for quality... although their presence usually indicates age. Sometimes heads of cauliflower will be found in which the leaves have grown and extended through the curd. These affect appearance only.

Homemakers will want to avoid the spotted, speckled, or bruised curd... because so much of it has to be wasted in trimming. They'll also be suspicious of cauliflower which has a smudgy or speckled appearance... because this may mean that plant lice are present. "Riciness" is a term used to describe the curd when the flower clusters have begun to grow... giving the curd a ricelike or granular appearance. Riciness is not objectionable unless it is associated with an advanced stage of spreading of the flower clusters.

### Dainty little things...

It's easy to select good peas. Keynote for good quality is "young and fresh... tender and sweet." Homemakers will want to judge both the pod and how well it's filled. Pods should be bright green... somewhat velvety to the touch... and fresh in appearance. The peas in the pods should be well developed. And here's the way to tell whether they are or not. If the pods are flat, wilted-looking, and dark green in color... the peas inside may not be mature enough. If the pods are swollen, have poor color, and are flecked with grayish specks... the peas may be too mature... in which case they'll be tough and of poor flavor. An important thing to consider in buying peas is to be sure they're all about equally mature... so they'll cook uniformly.

"Don'ts" in the selection of peas are yellowish appearance... which indicates age or damage... and water-soaked or mildewed pods, which usually contain peas of very poor quality.

### "SO SORRY DEPARTMENT"

In the August 25 Round-Up story on lard, we said processors no longer had to set aside any of their output for government purchase. However, federally inspected packers are still required to set aside for government purchase a quantity of lard equivalent to four percent of the live weight of the hog. This set-aside order applies only in 19 heavy lard producing states. Lard from non-federally inspected plants in all states... and lard from federally inspected plants in other than the 19 states under the order... is going to civilians.





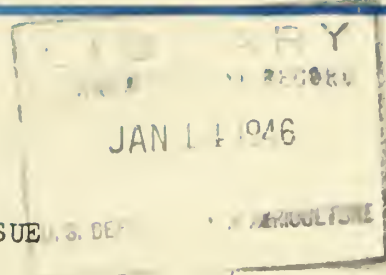
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Dallas, Texas

DALLAS, TEXAS  
September 8, 1945  
No. 36



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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U. S. Department of Agriculture

## BREAD ON ORDER

Now that many wartime food controls are being relaxed, some of you may be interested in the status of War Food Order No. 1... the regulation dealing with bread.



Since January 1943, this food order has had an important bearing on our staff of life. Remember it requires bakers to enrich their white bread and rolls... to limit the varieties of these two products... and to use not more than specified amounts of sugar and shortening in their formulas. Under terms of the order, consignment selling was banned. Besides being a step forward in bettering nutrition in this country, this regulation has meant economy in the baking industry.

### Still needed...

It is the policy of the Department of Agriculture to remove all wartime food controls as soon as possible. But the need for War Food Order No. 1 continues. Fats and sugar are still in short supply. As the order cuts down waste of these commodities, it has continued value.

Also... if the baking industry returns to its pre-war distribution practices, bread prices might rise. And government officials want to prevent any action that might touch off inflation. Then too... the enrichment provision has been of real nutritional benefit to consumers. Sixteen states have already passed legislation which provides for enrichment of all bread sold within their borders.

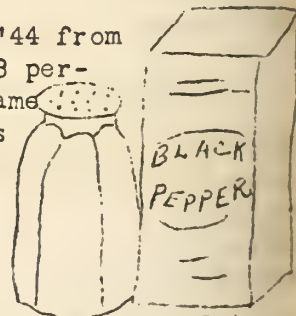
Many industry leaders have recognized the benefit of the bread order and are solidly for it. So it now appears that the bread order will continue for some months to come.

## THE PEPPER PACKAGE

Pepper will continue scarce until we know the condition of stocks in the Far East. Unground pepper does not deteriorate easily. It is generally supposed that stocks have been stored abroad since the outbreak of the war with Japan, and it is hoped that shipments can be resumed shortly. There is no knowledge at present how well the cultivation of pepper trees has been maintained during the war... nor do we know what the present health of the native workers may be.

### Restrictions continued...

As you know we had no imports of pepper at all during 1943 and '44 from the Dutch East Indies or from British Malaya... the sources of 98 per-cent of our normal supply. The only shipment so far this year came from India... and that pepper was for military use only. Imports of unground pepper dropped from over 73 million pounds in 1941 to around 6 million pounds in 1942. Most of the shipments received in 1942 were on the way in December 1941, before hostilities started with Japan.



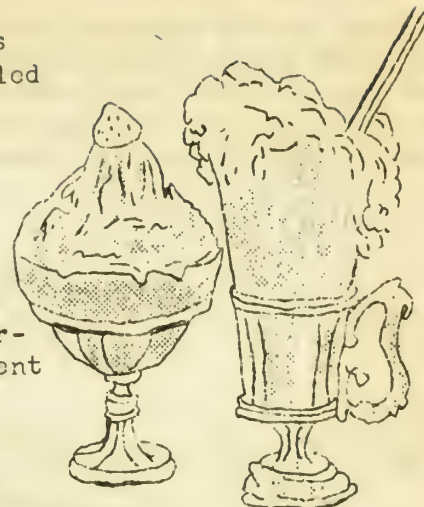
For almost four years, food processors and homemakers have been working on allotments of pepper from stocks on hand in this country before the war. The Department of Agriculture expects to continue its distribution restrictions until such time as pepper supplies and demand are more nearly equal.



## WHIPS, MY DEAR!

Now that the armed forces have stopped all their purchases of butter, the U. S. Department of Agriculture has cancelled three war food orders controlling the use of butterfat. There are no restrictions remaining on the sale of whipping cream... or the amount of butterfat that may be used in ice cream or other frozen desserts.

Whipping cream will be immediately welcomed to dress up fruit shortcake and gelatin desserts. Not since February 1943, have city dwellers known cream with more than 19 percent butterfat. Whipping cream contains at least 30 percent butterfat. The limitation order (WFO 13) was needed to direct butterfat to the production of butter, cheddar cheese, dry milk powder and evaporated milk.



Not quite like the good old days...

A great increase of ice cream and frozen dairy foods is not expected with the cancellation of War Food Order 8. Ice cream may be richer, but there is still the sugar shortage to limit the increase in quantity.

The third order terminated is that setting aside butter for purchase by the armed forces. The cessation of hostilities with Japan came near the end of the heavy production season... and the armed forces have sufficient stocks to take care of needs of expected reduced personnel for some time.

## NEW WRINKLE FOR PEANUTS

A new process for taking the color out of peanut skins was discovered recently by scientists of the United States Department of Agriculture's southern research laboratory in New Orleans.

This makes it possible for a colorless protein to be made from peanut meal, a by-product of peanut oil. The protein heretofore has not been used industrially because of its dark red color. But it can be used, colorless, in cold glue... the kind bookbinders and gummed tape makers use. It can be used to put special finishes on paper. It also can be used in cold water paints.

The process is simple... and the cost low... if used industrially, it would put an added value on farmer's peanuts and bring new and better products to consumers.

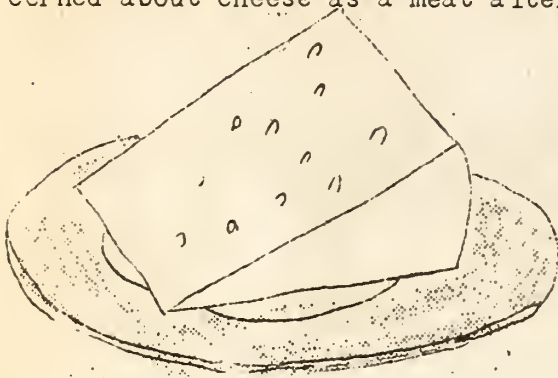
## THE CHEDDAR'S GETTING BETTER ALL THE TIME

There've been two interesting developments regarding cheese during the past couple of weeks. One is that the point value has been cut in half... making possible a considerable saving in those precious red points. The reason OPA could take this action is that the manufacture of cheese has increased greatly this summer. The high milk production was what made this possible, of course.

The second piece of good news about cheese is that the government set-aside has been reduced. It had been announced that half the cheese output for September would be taken by the government, but on August 29th, the U. S. Department of Agriculture reduced the September set-aside to only 40 percent.

### Why 40 percent?...

Perhaps you're wondering why even 40 percent is needed... since Army requirements are much lower. Well, cheese is a tremendously important food in foreign countries, and export needs will continue high for some time to come. Another point to remember is that our meat supplies will be much better in September, so we won't be so concerned about cheese as a meat alternate.



In spite of our acceptance of cheese as a valuable protein food during wartime, cheese connoisseurs have had one complaint about much of the wartime cheddar. That sharp, rich tanginess they value has been missing. Flavor is the result of aging... you know... and the shortage of both cheese and time has prevented much of this.

### Patience please...

Now that more cheese is being produced... the makers are putting more of it into storage for a longer cure. Cheese makers are anxious to return to their pre-war standards of quality and flavor. Since the cheese-eater will ultimately benefit, it behooves him to be patient for a few more months, in case he doesn't find as much cheese in the stores as he thinks he should.

### ALMOND SLANT

The women whose men in uniform will still be overseas when Christmas rolls around are probably already planning holiday packages. The mailing period is from September 15 to October 15... you know... and now's the time to start assembling the ingredients for that fruit cake for overseas.

As far as nuts are concerned, it may be a bit hard to round up much variety since the new crops of walnuts and pecans won't come on the market until later in the fall. Some walnuts and pecans from last year's crop may be available, but the best bet in nuts right now is likely to be almonds. They've been coming in fairly liberal quantities from the Mediterranean area... and the domestic crop of almonds will start appearing on the market around the middle of this month.

### As nutty as the nuttiest...

The latest Crop Report of the U. S. Department of Agriculture shows that an all-time record crop of almonds is expected in California this year... about 10 percent above last year. Harvesting is nearly completed, and it's only a matter of getting the supplies distributed in the retail markets.

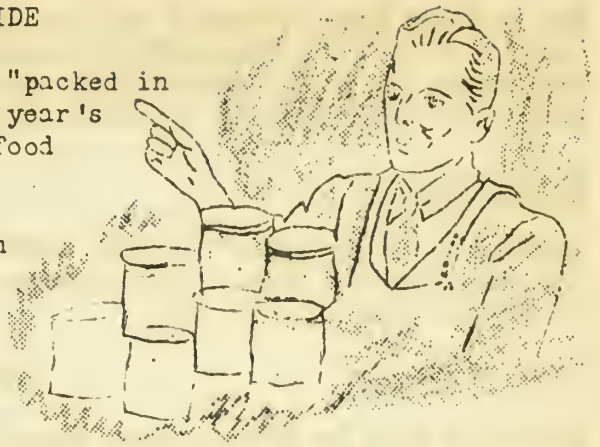
Generally, nuts are interchangeable in cake and cookie recipes... unless you're looking for a specific flavor or texture. It's true the fat and protein content of the different nuts are variable, but not to the extent that they would change the finished cake or cookie. So, though some nut varieties may still be scarce, it's good to know of the bumper almond crop readily available.

Besides fat and protein... most nuts provide some vitamins and minerals. Almonds... as well as pecans, English walnuts, filberts, and Brazil nuts... are good sources of vitamin B-one. Most nuts also contain phosphorus... and unblanched almonds provide iron.



## IT'S LIGHT INSIDE

That one-time familiar phrase on canned fruit... "packed in heavy (or extra heavy) sirup"... is out for this year's commercial pack. Here's another instance where food processors run up against one of the same problems that trouble the homemaker... the sugar shortage. Since June 15, fruit canners have been prohibited by an OPA regulation from using anything but light sirup. This restriction will continue as long as sugar is limited.



### Naturally sweet...

Of course, there are still fruits on the market put up in heavy or extra heavy sirup. But these are crops processed prior to June 15. This sirup regulation doesn't mean you won't see Grade A or Fancy canned fruits in the months to come. Top quality fruits have a high natural sugar content and get their high rating for ripeness... not for thickness of sirup.

## ERASING BLACK MARKS

You can protect your floors from unsightly black marks made by composition soles of wartime shoes, says the Rhode Island Agricultural Experiment Station. A series of experiments on different type floors and finishes showed that unfinished soft wood floors are more susceptible to scuff marks from wartime shoe soles and heels than floors that have been painted, varnished, treated with shellac or otherwise finished.

### Wax for protection...

Even a waxed surface scars to some extent. But usually a light polishing will remove most of the mark. If the polishing does not take out the mark entirely, a good rubbing with a clean cloth dampened in a water emulsion wax turns the trick. The application of three or more thin coats of the wax increases the protection and affords a better wearing surface.

When it comes to removing black marks from floors, the experimenters left out the possibility of cleaning with soap and water because the continued use of soap and water on any floor surface gradually destroys the floor material and quickly makes a new floor look old. Instead, they tried out certain solvents like turpentine, alcohol, gasoline and several commercial dry cleaners to find one which would take out the black marks and yet not hurt the surface.

### The best yet...

The cleaner found to be most effective and safe was a liquid sold for cleaning all types of shoes. A few drops of this cleaner... applied to a clean cloth and lightly wiped over the stained areas... removed all trace of marks without the hard rubbing required by some of the other solvents. However, this cleaner cannot be used to clean large surfaces... as the cost would be prohibitive and it probably would not be safe to use in large quantities indoors.

The solvent type cleansers did not prove entirely satisfactory for removing the black marks. So the experimenters switched to a modified scrubbing method. They found that wiping up the floor with a clean cloth wrung out in a solution of borax soap and luke-warm water proved to be the best and safest method for general use in the home.

#### Heed these...

there are three "musts" in this method. Use as little water as possible. Wipe up the soap mixture with a damp cloth... and cover the floor with a protective coating of wax as soon as it's dry.

#### STACKING THE PACK

Civilians will be getting more canned fish this year than they've had since 1942. The increase is possible chiefly because of reduced military requirements.

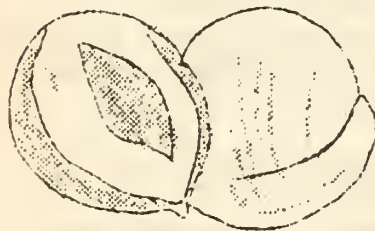
Of all varieties, the total for civilians is now figured at 340 million pounds. And if the sardine (California pilchard) pack now being processed is as large as current estimates indicate... and if government requirements on it are cut... there may be an additional 90 million pounds to add to this total.

#### Back to 1941, maybe...

In this event the supply of canned fish for civilians will be as large as that of 1941... the last year before set-aside orders were needed to regulate distribution of canned fish among civilian, military and lend-lease claimants.

At present only 40 percent of the large salmon pack is being set aside for government buyers... and 65 percent of the pilchard and mackerel packs. There is no set-aside order on canned tuna.

#### PEACH PATTEN



The peach marketing season in the South may be over... but the peach eating season isn't. A heavy peach crop is being harvested in producing areas farther north... and these areas are keeping southwest grocers' bins well filled. Colorado, of course, is the principal source of supply right now... but peaches from California, Virginia, and Illinois also are available throughout the Southwest. Prices are reasonable enough to make this last fruit of summer one of the best fresh food buys on the market.

So, tell your listeners not to put away their peach recipes yet. There's nothing like a fresh peach appetizer or a fresh peach dessert to provide zest and flavor to early autumn meals. And the longer fresh supplies are available... the longer homemakers can put off drawing on the precious supply of home canned fruit they put up for winter use.

This late supply of peaches also gives homemakers who failed to take advantage of the early crop an opportunity to fill up a few cans at the last minute. By doing this... and using the fresh peaches while they last... it's possible to keep peaches on the table the year round. And serving peaches from one June until the next is a good way to be rated a "peach" of a cook.



## HOOFING IT

Yes, that's the sound of grass-fed cattle moving to market these days. For the past three weeks more beef on the hoof has been sold than a year ago. Not only is this seasonal increase in marketing good news to the nation's home-makers... but also the fact that more of this meat is available to civilians.



### Open market buying...

Federally inspected plants are no longer required to set aside a certain percentage of their production for sale to the armed forces. Don't think from this that the military doesn't need any more meat... rather they are now able to get their requirements on the open market without the aid of set-aside orders.

These grass-fed cattle do not produce a beef equal in quality to that of cattle fed on grain. But the quality this season is above last year's... most of it grading "Commercial" and some "Good".

Hog and lamb marketings are lower right now than a year ago.

## BEST BUYS IN FRESH FRUITS AND VEGETABLES

Potatoes continue to lead the southwest list of best fresh food buys compiled each week by USDA's Production and Marketing Administration. Supplies are still available in good volume from producing sections in Texas and Colorado, and are also arriving in the Southwest from more distant areas. Prices are well within reach of the most economical food budget. The very fact that the "intermediate" crop of potatoes now being offered is easier used than stored should make the peak of the harvest season also the peak of the potato eating season for food-wise homemakers in this part of the country.

Second choice by only a leaf this week, cabbage moved into an important place on food shopping lists. Here again, budget-watching, nutrition-wise homemakers have a highly satisfactory answer to their menu-planning problems. During the period of heavy marketing, cabbage will be in good supply at relatively low prices.

The variety of other vegetables which rated a place on this week's best buy list was smaller than it has been recently. However, tomatoes and onions continued in fair position, with cauliflower and green peas from Colorado... and sweet potatoes from Texas and Louisiana... also among those mentioned.

In the fruit group, pears moved rapidly forward to hold a place equal in rank to that of cabbage and potatoes. Peaches maintained second place, while other fruits were mentioned at occasional markets. Among these, grapes, oranges and apples made the best showing. Newcomers on Texas markets during the week included crab apples from New Mexico, pumpkins from Colorado, and fresh prunes from Idaho to supplement those already being received from California.

Fresh prunes are even more nutritious than dried prunes... and that's saying a lot. The main difference comes in vitamin C... most of which is lost in the drying process. Richness in iron is a major point in favor of prunes, and they also furnish some calcium. Besides, prunes furnish some vitamin B-one and some vitamin A.

"Best buys" at key markets

COLORADO:	<u>Denver</u> .....	potatoes, roasting ears, cabbage, cucumbers, green peppers, peaches, pears, cantaloupes, squash, grapes
KANSAS:	<u>Topeka</u> .....	peaches, pears, sweet potatoes, Irish potatoes, onions
	<u>Wichita</u> .....	peaches, pears, tomatoes, potatoes, lettuce, cabbage, corn, cauliflower
LOUISIANA:	<u>Baton Rouge</u> ...	Irish potatoes, cabbage, tomatoes
	<u>New Orleans</u> ...	tomatoes, cabbage, potatoes
TEXAS:	<u>Fort Worth</u> ....	potatoes, sweet potatoes, cabbage, onions, tomatoes, oranges, apples
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, pears, lemons

GOOD FOOD NEIGHBORS

If you're in one of the many localities of the Southwest where the Spanish-American influence in food fashions is strong... you'll have a good opportunity during the next few weeks to strengthen the fellowship between American and south-of-the-border dishes. For there's no better complement to a serving of enchiladas or a bowl of chili than a cool, crisp, raw cabbage salad. In the form of cole slaw... or chopped fine with green peppers or tomatoes to form a tasty vegetable combination... raw cabbage offers the needed contrast in both color and taste. It also provides vitamins and minerals to round out the highly-seasoned, calorie-rich Mexican dishes that will increase in popularity as the weather turns cooler.

It's plentiful...

Homemakers will welcome the suggestion too... because cabbage is plentiful and reasonably priced. It's one of the leaders in this week's list of best fresh food buys for southwest markets... and is expected to remain among the choicest selections throughout the fall.

So... urge your listeners to add a note of neighborliness to their menu-planning. Tell them they can give their Mexican meals that All-American flavor with a cabbage salad on the side.

-oOo-

Origin of the pumpkin plant has been a subject of much controversy for a long time. However, evidence of a North American origin... in either Texas or Mexico... seems overwhelming. Also, seeds found in prehistoric cliff dwellings in Colorado and New Mexico are believed to be a species of pumpkin.

-oOo-

A fruit centerpiece is just as attractive as flowers... and what's more... you can eat it. As a matter of fact, a centerpiece of pears really does double duty. The pears can ripen at room temperature and serve as a decoration at the same time.



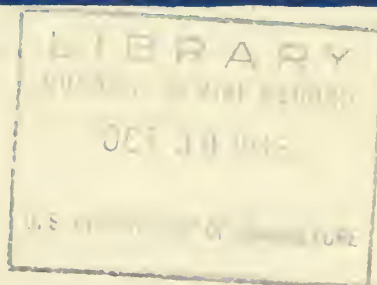
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DALLAS, TEXAS  
September 14, 1945  
No. 37

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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U. S. Department of Agriculture

## A BILLION IN GOLD

Daily bread... yes, and cereal... for everyone in this country... and cargoes of grain for the hungry peoples abroad. That's the fulfillment of our golden wheat crop which this year tops all records at a billion some 152 million bushels.

As big as the yield, is the story of cooperation behind our wheat harvest. Shortages of farm labor and machinery have once again made bringing in the grain more of a community enterprise. On some farms, the wheat is cut with a binder and made into bundles which are set up in groups or "shocks". When the grain dries out or cures, it is ready to thresh.

### Good neighbor harvest policy...

With whole areas needing threshing at the same time, the community gets together to bring in each other's crops. This means taking wagon loads of wheat to a threshing machine, pitching the bundles onto a conveyor which carries the wheat into the machine. Then when the grain is separated from the straw, it must be sacked or taken by trucks to storage bins. A crew of 12 men can thresh the grain from about 30 acres a day.

In the western Great Plains... from Texas to North Dakota... where most of our wheat is grown, the combined harvester (combine) has taken the place of the old stationary machines. With a combine, a farmer with the help of his family often harvests his own wheat alone.

That was frequently the case until the war came along. Then the metal for combines went for tanks and guns. At the same time, more and more acres were seeded to wheat to take care of our wartime needs. The combines that were on the farms of the country... and the few that could be made... had to be shared. So we went back to neighborly cooperation.

### Cooperation goes a step further...

The Agricultural Adjustment Agency of the Department of Agriculture carried the program even further. They arranged for combine crews... custom combine operators they're called... to go from neighborhood to neighborhood, then from county to county, and from state to state. The AAA also made arrangements with the State Department to get crews from Canada.

For the past three years, custom combine crews have started the wheat harvesting season in Texas in May and moved northward with the ripening wheat into Oklahoma, through Kansas, Colorado, Nebraska, eastern Wyoming, South Dakota... ending the middle of September in North Dakota and Montana. The Canadian harvest starts after

ours... so now some of our crews will go into Canada to help our Ally.

Here's an idea on the mass movement of these crews. Into Kansas, our principal wheat producing state with

some 13 and a half million acres this year, went more than 2,000 combines from other states and between 700 to 900 from Canada.





### State to state...

The equipment of a crew consists of a combine, a tractor to pull it if it's not self-propelled, and two trucks to carry grain. Each crew brings its own labor and the crew works in two shifts... the harvest day varying from 16 to 20 hours dependent on the weather.

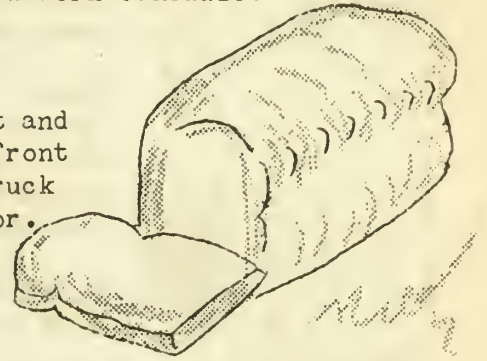
And here's the way the program has worked. A farmer desiring assistance contacts his county AAA office or his County Agent. All the requests in a state are recorded by the State AAA Committee and an area designated for a crew.

The State AAA arranges for gasoline, tires and food stamps and for needed repairs... and where necessary, for police escort to direct the movement of the combines over highways. As a crew leaves one state, it checks in with a AAA representative at a port-of-entry in an adjoining state and is given a new work schedule.

### Homemakers benefit...

In the field, the combine cuts the wheat, threshes it and delivers the threshed grain to a tank or bin at the front of the combine. The bin is emptied into a waiting truck for delivery to a farm grainery or a terminal elevator.

Yes, the wheat has been harvested in the western Great Plains. It's in farm storage bins, in terminal elevators; in some areas it's still on the ground waiting to be moved or is on rail to one of our great milling centers.



Farmers and harvest crews once more have done their part toward supplying the nation ... and the world... with bread and life-sustaining cereal foods.

### CUT YOURSELF A SLICE

All U. S. Department of Agriculture controls on cheese are off. And OPA has reduced ration point values on this dairy product to zero.

Previously there was a 40 percent set-aside on Cheddar cheese announced for September and a restriction on the amount of foreign type cheeses that could be manufactured. Then the U. S. Army Quartermaster Corps said that military stocks of Cheddar were adequate for reduced personnel... and also that some military stocks could be used to fulfill requirements of foreign claimants.

### Those "cheesey" menus are back...

Thus the September set-aside on Cheddar was cancelled... together with production restrictions on foreign type cheese. With more of this commodity available to civilians, it was possible to take the point values off cheese.

In the future it is expected that open market purchases of cheese by government buyers will prove adequate without the need of set-aside orders. So, tell your listeners they can get out the file of cheese recipes and satisfy that cheese craving they've held in check so long.

## CARE SAVES WEAR



Men's suits these days show wear quickly if left to shift for themselves. The new ones are made from wartime fabrics. Many of the old ones are very old indeed. Both kinds take extra care to look well and give service. That's why the clothing specialists of the United States Department of Agriculture have listed a few suggestions on the care of men's suits that you may want to pass on to your listeners.

### Good ideas...

First about brushing. It should be done often with a good clothes brush. Whisk brooms only hit high spots. Skilled clothes brushers go with the grain of the cloth and make sure they get dust out of folds and corners.

Next... hanging. Coats rest best on broad wooden hangers of the wishbone shape... trousers, upside down on hangers with clips. Or if trousers go over the crossbar of wire hangers, a piece of paper or cardboard fastened to the crossbar will prevent creases.

Buttons... should be checked for tightness every now and then. It's still not easy to match lost ones.

Trouser cuffs... hang, when at best length, about one half inch above the heel. A strip of cloth or tape sewed inside the cuff prevents excess wear.

If perspiration is a problem... moisture-proof shields at the underarms save wool from being weakened.

And a pad on an office worker's chair will help prevent shine

## A TUNE ON THE OCARINA

There will be plenty of sweet potatoes to talk about when this issue of Round-Up hits your desk. A temporary abundance is expected from the time the sweet potato harvest really gets under way... the middle of September... until the crop is gathered by November 1.

Sweet potatoes need pushing at harvest time and here's the reason why. "Sweets" have to be cured to keep any length of time. It seems that some of the heavy producing areas do not have the storage space and curing facilities for handling the crop.

### Use the uncured ones now...

The sweet potatoes sold during September and October are marketed as they come from the field. Those sold after November 1 are usually cured... that is, put in storage and held at high temperature and high humidity... to cut down loss through decay. These cured sweet potatoes will keep for months and are not the marketing problem the early ones are. Although the uncured sweet potatoes must be sold fairly soon after they're harvested, they will keep two or three weeks in home storage.



There will be many more sweet potatoes for civilians this year than last because the yield per acre in the producing areas has been high. Then too... the Army is taking less. Another problem is competition from the current abundance of Irish Potatoes.

### Selling points...

But there are three very good selling points for the sweet potato. The quality of this year's crop is generally good. Prices are reasonable and should be even lower as the season advances. As for nutritional value... that rich orange color means carotene, which can be turned into vitamin A. Sweet potatoes contain some vitamin C, some of the B vitamins, some iron, and sugar without ration points. Their sugar and starch content makes them an economical energy food. And they rank high in flavor.

The heavy supplies this year are from the eastern shore of Virginia and Maryland. Louisiana also has a record crop. Shipments from the eastern shore will go to most parts of the country... and supplies from Louisiana and Texas will be sent as far northwest as Seattle.

### Locally speaking...



Homemakers in the Southwest already are enjoying locally produced sweet potatoes from the 1945 crop. Prices have declined at some markets recently... placing home grown sweet potatoes in the "best buy" class. This means that it's time for Southwest menu-planners to pull out their recipes for candied yams, souffles made with orange pulp or raisins, apple and sweet potato dishes, sweet potato pies... or just plain baked sweet potatoes to be served hot with butter or enriched margarine.

LONG TIME NO "C"

Cabbage is a prize package of vitamin C on the vegetable market these days. But the way you cook cabbage is important.

Experiment Station scientists have found that cooked cabbage may retain as much as half to three-fourths of the vitamin C if it's cooked in a small amount of water (not more than twice the weight of the cabbage)... if it's cooked for a short period of time (from 10 to 25 minutes)... and if a lid is kept on the pan while the cabbage is cooking.

### Punctuality is important...

For habitually late dinner guests, start the cabbage cooking after you've seen the whites of their eyes. But if you've already cooked the cabbage and some unexpected event delays dinner service... the scientists say it's better to put the cabbage in the refrigerator and warm it up later than it is to leave the cabbage on the stove.

Cooked cabbage held over hot water to keep it warm may lose as much as 80 percent of its ascorbic acid the first hour and as much as 90 percent in two hours.

## RAISIN RECOUNTAL

If you're wondering about the supply of raisins for puddings, coffee cake and holiday cookies, you can plan on generous use.

Sun-dried, purple raisins will be plentiful for two reasons. Military needs are greatly reduced. And secondly, California... which produces all the country's raisins... has a raisin-grape crop about a fourth above average.

### They went to war...

Thompson seedless, muscats and sultanas are the principal raisin varieties. They have accounted for more than half of California's total grape crop the past twenty years and are suitable for drying, crushing and for fresh use. However, the past three seasons (1942-44), the government restricted the use of these varieties... grown in the eight principal producing counties in California... to the production of raisins.

This action was taken to provide the large quantities of this dried fruit needed for civilian, military and lend-lease use and to prevent these grapes from going to wineries or into fresh markets. While many raisins were produced, you may have been limited because war needs were so high.



### But now they're back...

This year because of smaller requirements of government agencies, the restriction on use is removed. Consequently, there will be a more nearly normal movement of these grapes into raisins, winery and fresh markets. The fact that the crop is large and that normally the greater part of the total tonnage of these varieties is made into raisins, assures us a plentiful supply of this dried fruit.

And you can have your choice of color... purple or golden. The bleached variety is dried by artificial heat. Then the raisins are treated with sulphur to give them their pale, golden color. Although golden bleached raisins cost more to produce, they are popular for fruit cakes and puddings. They are more perishable than sun-dried raisins; so must be kept in a cool, dry place.

Because of their natural sweetness, raisins will be welcomed this fall and winter to supplement short sugar rations.

## ON THE HALF SHELL

Comes an "R" in the month, the traditional oyster season opens... but fanciers of this shellfish will find no more oysters on the market than last year when the supply was short of demand.

### The reason...

Lack of labor during the last two or three years has affected operations of a majority of the large companies. Many boats could not be manned and the oyster beds could not be attended and cleaned. Lack of labor also cut down the control of starfish which in the waters of Long Island Sound are the natural enemies of the oyster.



"Oyster cocktails... please!"



While a few restaurants will begin offering oysters to their customers immediately, most markets will not have much of a supply until the middle of October... with more ample shipments during November and December.

Oysters grow along the Atlantic and Gulf Coasts... from Cape Cod to Texas... and on the Pacific Coast principally along the coast of the State of Washington.

#### How they grow...

They spawn during the summer as the temperature of the water becomes warm and more favorable for their growth. For several days the larvae are free-swimming, but they soon sink to the bottom and attach themselves to a convenient rock or shell. The young oyster frees itself and feeds on the bottom of the ocean as soon as a protective shell has been formed.

In southern waters, oysters reach market-size in two to three years. About four years are required in Long Island Sound where the cold winters cause them to go into a state resembling hibernation. Most of the oysters which will be served in restaurants and homes this season will be four or five years old.

#### What size please?...

In point of size, the Atlantic Coast or eastern oyster is midway between the tiny Olympia oyster of Puget Sound... the meat of which is about as big as a man's thumb-nail... and the enormous Pacific or Japanese oyster... which may get to be 10 inches long. The eastern oysters might attain a length of 6 or 8 inches but are marketed smaller.

When sold in shucked form, oysters are usually classified three ways..."standard," "select," or "counts." Standard or small oysters are used for stewing and cocktails, while counts or the large oysters are generally fried. Select or mediums can be used for either frying, stewing, or for cocktails.

#### A good food buy...

The ready market for fresh oysters has meant that few were canned. Before the war, considerable quantities were processed in South Atlantic, Gulf, and Pacific Northwest states. For the past two years canning has decreased in the Gulf and South Atlantic areas and been discontinued in the Pacific Northwest.

As a food, oysters rank high in taste appeal. In nutritional value they contribute protein, calcium, and phosphorus... and are at the top of the list as a source of iron. The minerals which oysters supply are most often deficient in the daily diet. So when oysters are available they're a good investment in nutrition.

## HONEYED WORDS

As long as sugar is on the list of scarce items... many homemakers will turn to honey to help keep their meals satisfyingly sweet. So, it's good news that the bees have been a little busier this year than they were in either of the two previous years.

But don't count on unusually large quantities of honey... because the supply this year will again be below normal. Production of honey depends on several factors besides the bees... you know. This year... many large commercial beekeepers have been unable to get enough labor to carry on all of their usual beekeeping and extracting operations. Then too... weather conditions have not always been favorable for the flowers and plants on which the bees feed.

### Food for bees...

Besides being an important factor in the amount of honey that is produced... the plants on which the bees feed determine the flavor and to a large extent the color of the honey. Although homemakers are not usually too much concerned about what kind of pollen produced the nectar they buy... you might like to tell them just as a matter of interest. In the Southwest at this time of the year... the pollen from alfalfa blooms is one of the principal foods for bees in Oklahoma... cotton, mesquite, milkweed, clover, asters and other fall blooming plants are feeding the bees in Texas... sweet clover and alfalfa in Colorado... heartsease and Spanish needle in Kansas.

But no matter where its sweetness comes from... honey remains the number one alternate for sugar in cooking. And you can tell your listeners they can at least keep their pantries as well stocked with honey as they did in 1944.

### Local variations...

The outlook varies in different localities... though. Good yields are expected from the western slope of Colorado and from north Texas... but production in other southwest areas has been reduced by drought. California's supply will be smaller than average... but some other sections will have enough to make up the difference. Even in the areas where the bees have been busiest this year... heavy yields in many cases still depend on good honey gathering weather during September and October.

## BEST BUYS IN FRESH FRUITS AND VEGETABLES

Southwest homemakers who take advantage of this week's list of best fresh fruit and vegetable buys will find it easy to maintain high nutritional standards at low prices. At the same time... they'll be able to give their meals ample variety to fend off any threat of in-between-season monotony.

It's true that the supply of summer vegetables is waning... but items like green beans, squash, tomatoes and carrots are still good buys in several localities. Besides, there is a gradual increase in movement of fall fruits and vegetables to enlarge the number of good selections.

### This week's leaders...

USDA's Production and Marketing Administration places Irish potatoes at the head of the list... because nearly every key market in the Southwest included these nutritious, good-tasting and versatile tubers among favorite selections this week.



Fall cabbage ran a close second... with onions also in the up-and-coming group:

Pears are one of the best fruit selections for the entire area... and are rapidly becoming more important as supplies of other fruits decrease. However... peaches, which are currently plentiful from northern producing areas, held the spotlight this week. Fall apples and grapes were favorites in scattered markets, and oranges maintained a fairly good position for the Southwest as a whole.

"Best buys" at key markets...

COLORADO:	<u>Denver</u> .....	cantaloupes, peaches, pears, tomatoes, squash, potatoes, green peppers, roasting ears, cabbage, green beans
KANSAS:	<u>Topeka</u> .....	peaches, grapes, head lettuce, potatoes, cauliflower
	<u>Wichita</u> .....	peaches, pears, prunes, potatoes, cabbage
LOUISIANA:	<u>Baton Rouge</u> ....	Irish potatoes, sweet potatoes, medium sized oranges
	<u>New Orleans</u> ....	tomatoes, potatoes, cabbage
NEW MEXICO:	<u>Albuquerque</u> ....	canning peaches, cantaloupes
	<u>Gallup and Santa Fe</u>	
	<u>Farmington</u> .....	potatoes, squash, carrots, cabbage, cauliflower, onions, chili peppers, cucumbers
	<u>Las Cruces</u> .....	peaches, apples, oranges, cantaloupes, squash, cabbage, carrots, watermelons
TEXAS:	<u>Fort Worth</u> .....	potatoes, cabbage, onions, blackeye peas, green beans, sweet potatoes, oranges, peaches, prunes, pears
	<u>Houston</u> .....	potatoes, cabbage, carrots, onions, peas, pears, lemons

PEANUT BUTTER STORY

Southwest homemakers will be interested in the fact that peanut butter plants in this area are now operating... at least part time... on new crop peanuts from south Texas. Peanut butter is one of the foods that was relatively plentiful during the war years when many other things were scarce. Its popularity grew... not just because it was easy to buy... but also because of its good taste and high nutritional value.

As more supplies are made from this year's record crop of peanuts... peanut butter should remain a favorite food selection for southwest housewives. Either in the smooth or crunchy form... it's many a person's favorite sandwich filling. Peanut butter is versatile too.

Try thinning smooth peanut butter and combining it with bananas or chopped raisins for a sweet spread... or use the crunchy kind with chopped pickles. Peanut butter can add the flavor of nuts to your breads..., your desserts... or your soups.

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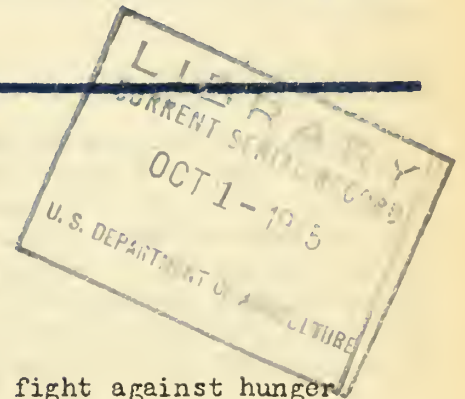




DALLAS, TEXAS  
September 21, 1945  
No. 38

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



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COMING YOUR WAY.....more shortening, cooking oil, soap, paints, linoleum  
BEST FRESH FOOD BUYS...Irish and sweet potatoes, cabbage, peaches, onions

U. S. Department of Agriculture

## FOOD AND AGRICULTURE ORGANIZATION

Invitations for the first conference of the Food and Agriculture Organization went out to forty-four nations the same day Japan surrendered... August 14. So with the ending of a World War in which nation fought nation, a new kind of world union was begun. This time, nations are united against hunger.

The conference will be held on October 16 at the Chateau Frontenac in Quebec, Canada. It will be made up of one delegation from each nation joining the organization. At present 26 nations have accepted the FAO constitution, and can send delegates. But other nations will probably agree to join before the conference date. Each delegation will have one vote in deciding the course of the organization for the coming year.

### Four-point purpose...

The purpose of FAO can be divided into four main parts. One... it will work to raise the levels of nutrition and standards of living of the peoples in the member nations. Two... it will work to improve the efficiency of the production of all food and agricultural products. (And, by the way, the term "agriculture" here includes fishing and forestry.) Three... the organization will try to better conditions of rural populations around the world. And four... by accomplishing the first three aims, it will contribute toward an expanding world economy. In other words, FAO will fight for freedom from want.

FAO will function as an advisory organization. It will collect information on nutrition, food and agriculture from all the member nations... and it will spread this information to all the member nations. It will promote and recommend national and international action to improve nutrition levels and the production and handling of food and agricultural products.

### Scientific experts...

On the request of member governments it will make the services of world scientific experts in the field of agriculture available to solve any given agricultural problem the government may have. FAO will be a sort of catalyst to speed the reaction of farming around the world to the latest developments in food and agriculture of any single place.

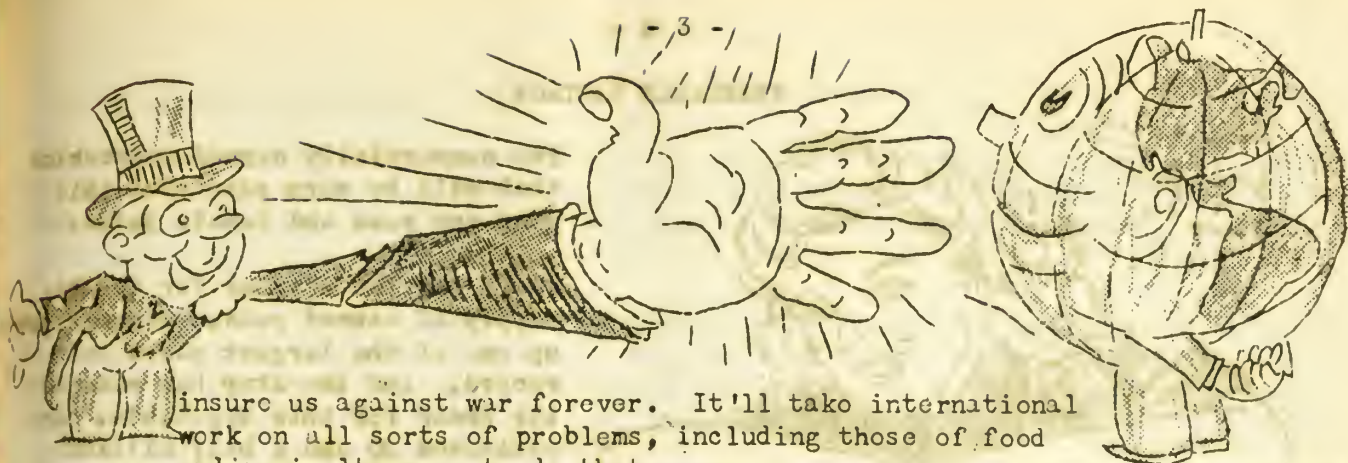
When the Social and Economic Council of the United Nations Organization is formed, FAO will be represented on that council... along with other international bodies working on health, money, transportation, trade, communication and so on. It will work closely with these international bodies... just as the individual nations will work together.

### United States gives and gains...

The United States has lots to gain from FAO... and lots to offer such an organization, too. We may be one of the most advanced nations as far as food and agriculture are concerned, but we can learn much from the way other countries handle their agricultural problems. We will, of course, profit from a smoothing out of world trade in agricultural products.

The greatest gain, however, will be the gain in world peace if the organization works as it's planned. Political and military alliances, necessary as they are, will not





insure us against war forever. It'll take international work on all sorts of problems, including those of food and agriculture... to do that.

As the delegates gather in Quebec next month, they will take up some of the most pressing of the world's agricultural problems. It'll be the first stop in a world-wide campaign against man's oldest enemy... the enemy that even in peacetime holds two-thirds of the world's population under its dominance... hunger.

#### BLANCH WITH CANNER

The pressure canner comes in handy... even for the homemaker who is putting up vegetables for freezing. Home freezing specialists of the North Carolina Agricultural Extension Service recommend the pressure canner for blanching vegetables with steam. The specialists say that steam is preferable to boiling water for blanching.

Here's why. Steam is less likely to leach out the vitamins, minerals and other soluble nutrients. And steam is just as effective as boiling water in retarding the action of enzymes that would cause undesirable changes in the texture and flavor of the vegetables.

#### SHELVE IT

Few kitchen cupboards are as crowded as the hall closet at Fibber McGee's house. But most every homemaker will tell you that she needs more kitchen cupboard space. Home Management Specialists of the U. S. Department of Agriculture have some practical advice on this subject.

Tell the homemaker to check on the waste space between the shelves. Rather than stack equipment and supplies layer on layer to make use of the space between the shelves, the specialists say it's better to put in more shelves. In other words, make use of the waste space by putting in shelves between the cupboard shelves.

#### Set one in...

Another storage aid is the set-in shelf. This is a removable shelf made like a bench. It can be made in a convenient size to fit some particular storage need. The set-in shelf need not be as long, wide or deep as the cupboard shelf, the bench forms a compartment in which to set articles of the same size. The top of this set-in shelf also provides storage space.

Shelves built in stair-stop fashion are convenient for storing small boxes of spices. Then every spice box has a front row location and may be quickly found.



## VEGETABLE VANTAGE

"This is really  
good food  
news!"



Two commercially canned vegetables that will be very plentiful this year are peas and tomato juice.

There are two reasons for the big supply of canned peas. Cannerymen put up one of the largest packs on record. And the Army has reduced its order for this vegetable. An estimated 30 and a half million cases will be available to retail grocers.

The armed forces also had planned to take 16 percent of the tomato juice pack. But now they find they can

fill their requirements on the open market. That is, they do not need the U. S. Department of Agriculture to issue a set-aside order requiring a cannery to reserve a certain percentage of his pack for military purchase. So, it looks now as though some 33 million cases (24 No. 2 cans) of this popular juice will be available for home markets. This means nearly twice as much tomato juice as last year.

### Completing the picture...

Other canned vegetables in larger supply for civilians than last year are: Carrots, sweet corn, tomato products and sauerkraut.

There will be less canned baked beans, spinach, sweet potatoes and asparagus. There will also be slightly less soup canned... principally because of the tin shortage.

## FRUIT ON ICE

For your listeners who are interested in facts on frozen fruits... you can tell them that they'll be getting an average of two pounds this year. Pre-war use was less than a pound a year, but the industry was only getting into stride then. Peaches and apricots will be the frozen fruits most in evidence at retail lockers during the coming months.

### Mostly for industrial users...

While more fruits than vegetables are frozen, most of the supply goes to industrial users. On the other hand, almost all frozen vegetables find their way to retail outlets. It seems that preservers, bakers, confectioners and ice-cream manufacturers find that frozen fruits save labor and are convenient to supplement short supplies of canned fruits.

There are a couple of other reasons too why frozen fruits have been limited at the grocery store the past few years. The armed forces have taken most of the berry packs for use in jams, jellies and preserves. Also... the industry hasn't been able to expand refrigerator facilities for handling frozen foods in wholesale and retail establishments.



### Supplies for homemakers...

Cold storage holdings of frozen fruits totaled about 284 million pounds on September 1. This is an increase of about 38 million pounds over the September 1944, record. This total includes fruits stored by bakers, ice cream manufacturers and other industrial users.

About half of the storage pack is berries, but these fruits are largely held by industrial users. Cherries... normally the second most important frozen fruit... are just about all set aside this year for military use. So it will be from the present large packs of frozen peaches, apricots and apples that grocery store lockers will be able to draw their supplies.

### UNWRINKLED PRUNES

If you don't know your prunes, you may be surprised to learn that some varieties... such as Italian prunes... are best eaten fresh or canned instead of dried.

Our Italian variety of prune comes from eastern Oregon, eastern Washington and Idaho... and the crop this year is a third larger than in 1944. This fruit will be in good supply on most markets for the rest of September, and there will be cold storage stocks available in October.



### In transit...

Shipments from Oregon and Washington producing points wound up about September 15, but there is a time lag of about two weeks before these shipments are well distributed across the country. Since September 15, Idaho has been moving her crop... but will complete shipments about the first of October. All this means another fruit selection for full meals.

As for our dried prunes... they come chiefly from California. Practically all prunes grown in this state are dried. Also... prunes grown in the western sections of Oregon and Washington are largely canned or dried.

### SHARING OUR FOOD

Early this week, (September 17,) President Truman said the United States is in a position to help keep the liberated areas of Europe from starving this winter. His statement was issued after a delegation headed by Mrs. Dwight W. Morrow, President of Food for Freedom, presented a plea on the behalf of 47 national organizations... with a membership of more than 50 million people... to speed our food shipments for the hungry peoples abroad.

### Problems financial...

"The limiting factor in meeting the minimum needs of the liberated peoples is no longer one of shipping," President Truman said. "For the moment, in the case of most commodities, it is no longer a problem of supply. Today, it is primarily a two-fold financial problem; first... to work out credits or other financial arrangements with the European government; second... to make additional funds available to UNRRA for emergency relief."



Mr. Truman stated that both the Department of Agriculture and the War Production Board have authority to issue set-aside orders on specific quantities of commodities purchased... regardless of whether they are rationed... to insure deliveries abroad. He warned that ration controls on some items would follow if they became short in supply.



A realistic outlook is needed...

On the occasion of "Share the Food Day"... September 18... when youth groups in this country joined in attempting to help solve the food problems of war ravaged countries, Secretary of Agriculture Anderson made these statements:

"We must do all we can to share our food with those who are suffering from the devastation of war. We must also be realistic in facing the practical problems of getting food to the places where it is needed."

As for food stocks in this country... the Secretary says that cutbacks in military requirements have eased the home food situation and made more supplies available for relief and rehabilitation. But if essential needs are to be met abroad, there must be ways to finance these shipments. Lend-lease ended in July, and the Army's emergency feeding in Europe is now greatly reduced.

Two methods...

"That leaves at the present time only two methods for financing the use of American food in liberated countries," Secretary Anderson said. "First... those countries which have some financial resources may pay for the American food they get by the use of cash or credit. Second... those unable to pay may receive aid from UNRRA."

"At the moment food allocated to UNRRA is sufficient to use up all funds available to it. Substantial increases can be made in our contributions of food to UNRRA if Congress appropriates an additional 550 million dollars. This would complete the United States' quota of 1 billion 350 million dollars that was authorized in 1944."

"Quantities of food allocated to paying governments cannot be increased substantially because postwar financial arrangements have not been concluded. These arrangements are now being considered by those departments... principally State and Treasury... having this responsibility for the United States. If they are concluded promptly we can see that a fair share of food released by military cut-back is made available."

A job for all of us...

Secretary of Agriculture Anderson stressed that he did not wish to give the impression that these problems cannot be solved... rather that no one person could sit down and decide so much of this and that is needed, and presto... that is the quantity sent.



"Supplying American food to help relieve hunger abroad is a job all of us must tackle together...Congress, the Executive agencies of the Federal Government, UNRRA, the foreign countries involved, and the whole body of common people in the United States and the United Nations."

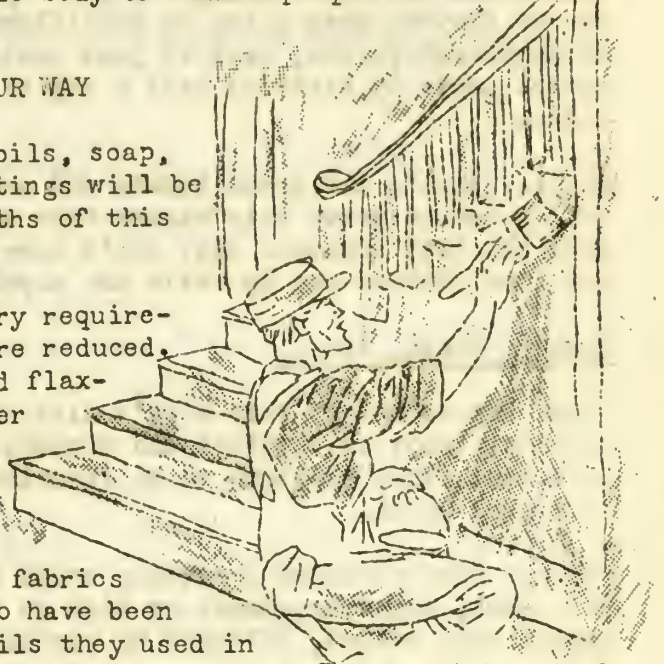
#### COMING YOUR WAY

Additional supplies of shortening, cooking oils, soap, paints and varnish and protective floor coatings will be made for civilians during the remaining months of this year.

These increases are possible because military requirements for commodities using fats and oils are reduced. Also the prospective supplies of soybean and flaxseed oil...domestically produced...are larger than previously estimated.

#### What the increase means...

Manufacturers of paints and varnish, coated fabrics and floor coverings...such as linoleum...who have been receiving only 54 percent of the fats and oils they used in 1940-41, will now have almost double the amount to use. This will be good news for homemakers who have been wanting to get linoleum or to have the house painted.



#### BEST BUYS IN FRESH FRUITS AND VEGETABLES

Irish potatoes and cabbage are the best fresh food buys in the Southwest again this week, according to USDA's Production and Marketing Administration. Supplies of these two versatile vegetables are plentiful...and prices relatively cheap compared with other offerings. Cabbage and potatoes are especially easy on the budget when consideration is given to the food value they contain.

#### Spuds and "sweets"...

Potatoes at every meal need not mean that menus are in a rut...if homemakers will just run through this list of variations and add to it some ideas of their own. For breakfast...there are potato pancakes, potato griddle scones, southern hash topped with poached eggs...to say nothing of good old-fashioned country-fried potatoes. For a quick lunch...suggest potato soup. Fish chowder is another good way to use potatoes at lunch. And baked potatoes...either plain or stuffed...are just right to serve with milk and a salad for a wholesome, well-rounded midday meal. Then for dinner...there are potatoes boiled in their jackets, potato scallop, mashed potatoes, and roasted potatoes. And don't forget potato salad...hot or cold...for the outdoor meal.

Southwest homemakers will want to vary their potato dishes...by also taking advantage of the good supply of locally produced sweet potatoes that are now rolling in from Louisiana and east Texas. Sweet potatoes lend themselves to as many ways of serving as the Irish spuds do. Quality of this year's crop is good...and you'd be surprised at all the nutrition you soak up when you consume a sweet potato...vitamins A, B, and C and some minerals...not to mention sugar and starch.



### Cabbage ideas...

Homemakers who are looking for new ways to serve cabbage might like to try the same sauces they've been using on cauliflower. One idea is to cut the cabbage in narrow wedge-shaped pieces, cook it just until it's tender, and serve it with a cheese sauce...made by stirring half a cup of grated cheese into a cup and a half of white sauce.

Then...there's the green tomato and cabbage relish that homemakers might like to put up now to serve this winter when meals will need peppering up a bit. This will save the late tomatoes that don't have a chance to get ripe before frost...and also get some cabbage put up while the supply is plentiful.

### Feature these, too...

Other vegetables in this week's list of best buys include cauliflower, squash, carrots, tomatoes, lettuce and peppers. While these items are not popular in all sections...they continue to be favorite selections in markets adjoining local producing areas.

Peaches from northern producing areas are the most popular fruit in the Southwest this week, standing almost as high on the list as cabbage and Irish potatoes. Apples rate second, followed by cantaloupes, oranges, pears, grapes and prunes.

### "Best buys" at key markets...

ARKANSAS: Little Rock....Irish potatoes, cabbage, oranges, yellow onions, apples, lettuce, Illinois peaches.

COLORADO: Denver.....Apples, grapes, peaches, pears, cantaloupes, cabbage, cauliflower, onions, green peppers, potatoes.

LOUISIANA: Baton Rouge....Irish potatoes, sweet potatoes, cabbage.

New Orleans....Cabbage, sweet potatoes, Irish potatoes.

KANSAS: Topeka.....Peaches, prunes, cabbage, sweet potatoes, Irish potatoes

Wichita.....Peaches, plums, potatoes, cabbage, lettuce, cauliflower.

NEW MEXICO: Albuquerque....Canning peaches, apples.

Gallup and  
Santa Fe

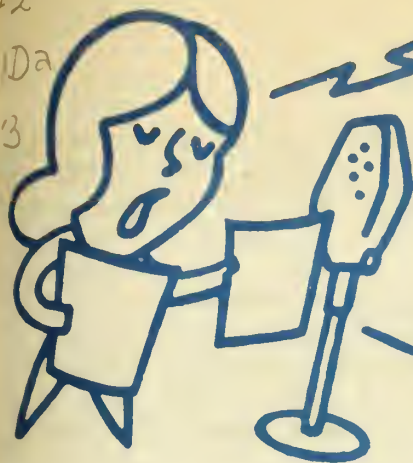
Farmington.....Potatoes, tomatoes, cantaloupes, squash, carrots, cabbage, cauliflower, onions, chili peppers, grapes.

Las Cruces.....Peaches, apples, oranges, potatoes, cantaloupes, watermelons, squash, carrots, tomatoes.

TEXAS: Fort Worth.....Cabbage, onions, green beans, sweet potatoes, prunes, peaches, oranges, pears..

Houston.....Potatoes, cabbage, carrots, onions, peas, pears, grapes.





DALLAS, TEXAS  
September 28, 1945  
No. 39

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

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CURRENT INDEX SERVICE

OCT 30 1945

U. S. DEPARTMENT OF AGRICULTURE

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U. S. Department of Agriculture

## SUGAR ALLOWANCE

The amount of sugar allocated for civilians the last three months of this year will be about a third less than we used during the same months in 1944. That's why your five pounds of sugar obtained with sugar stamp No. 38 must last four months...or through December.

While the fourth quarter sugar allocation for civilians...as announced by the U. S. Department of Agriculture...is the lowest for any quarter this year, it has not required any cut in household allowances. Normally, civilian sugar use declines the last part of the year. The bulk of home and commercial canning has been completed. Also...ice cream and soft drink manufacturers use less sugar this season.

### Specifically speaking...

As you know...allocations on commodities are worked out by the U. S. Department of Agriculture in line with supply and needs of the various claimants. If you want to know how the 1,222,610 tons available for the October-December period will be divided, here are the figures. Civilians...including home, institutional and industrial users...will get 982 thousand tons. U. S. military and war services will receive 174 thousand tons. For U. S. military relief feeding go 8 thousand tons; to liberated areas through UNRRA and other programs, 31 thousand tons; and to U. S. territories and other exports, 27 thousand tons.

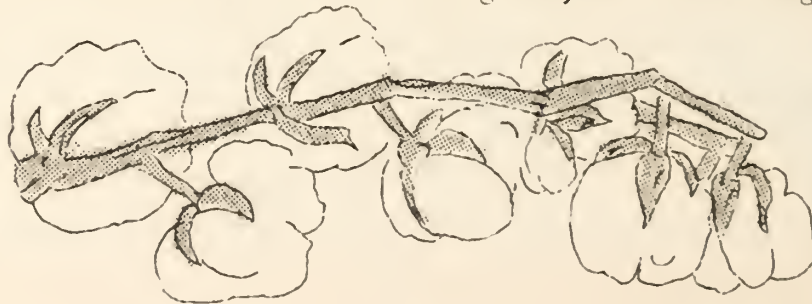
With the end of the war, military requirements for sugar for the fourth quarter of the year were reduced...and some sugar originally scheduled for military use has been made available for civilian distribution. These reductions were not large enough to permit any increase in civilian ration allowances. Rather...if these reductions had not been made...it might have been necessary to cut civilian ration allowances.

For the year...civilian per capita use of sugar will average about 73 pounds. This compares with 89 pounds last year and 96 pounds for the years between 1935-39.

## CINDERELLA SEED

Along about this time every year, the farms of the South and Southwest are dotted with cotton pickers. They're harvesting the "vegetable lamb" and the "wool trees" (as the cotton plant was called in ancient writings) which produce much of our nation's clothing. What many homemakers know...but sometimes take for granted...is that these cotton pickers are also harvesting food...in the form of the little gray seeds, not much bigger than a pea, that are hidden deep in the fluffy white bolls.

Within the last three-quarters of a century, cottonseed...once the stepchild of the cotton industry...has felt the touch of a fairy godmother's wand that has transformed these fuzzy pellets into products of great value. One of the most important of these products is oil...the "yellow gold" of the cotton plant...which finds its way to our dinner tables in the form of cooking oil, salad dressing, shortening, and margarine.





### Farm to gin...

From the cotton field to the grocer's shelf...the seed makes three stops. The first one is at the gin...where most of the lint is stripped off. Time was when only the cotton went any further than the gin...because the seed was considered worthless and left to rot in huge piles. Then someone hit upon the idea of crushing the seed for oil.

In recent years cottonseed has become so important for this purpose that the U. S. Department of Agriculture licenses inspectors to take samples of the seed. These samples are then analyzed by licensed chemists to determine the oil and protein content. The higher these are...the more suitable the seed is for crushing...and the more the mill is willing to pay for this product.

### Out flows the oil...

The oil mill is the next stop on the itinerary of the cottonseed from the farm to the consumer. After the seed is cleaned...it "gets a hair cut" in the lint room of the oil mill...where the short fibers of linters left by the gin are removed. Next the hulls are loosened by a series of knives which cut the seed. Then the seed pass through machines that separate the hulls from the kernels or meats.

The separated meats are put through a series of heavy steel rollers...which press them into flakes. Usually these flakes are cooked for three-quarters to one and a half hours at a temperature ranging from 200 to 225 degrees. The cooked cottonseed flakes then go into a machine called a "former"...which shapes them into slabs and wraps the slabs in heavy cloth. Pressure is applied to these slabs of cooked cottonseed kernels until the crude oil flows out.

### Refinery to consumer...

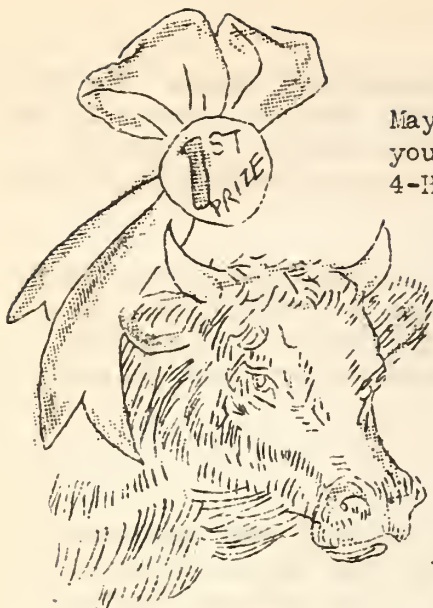
Some mills extract the oil by passing the pre-heated cottonseed kernels through a large machine called the "expeller press"...which works like a giant meat grinder, forcing the oil out as it grinds the seed. In either method...the extracted oil is allowed to settle before it is drained off into storage tanks...ready to be sold.

From the oil mill...the crude oil travels in large tank cars to a refinery...where the oil that is suitable for food is separated from the "soap stock". Before it is sold...the refined oil is further purified by deodorizing...and for some purposes it is bleached. In peacetime, about nine-tenths of all the cottonseed oil produced in the United States eventually reaches our dinner tables in one form or another.

### No waste...

The cottonseed cake left after the oil is pressed out is one of the most important protein feeds for livestock and poultry. The linters cut from the seed are used in the manufacture of mattresses, upholstery, and in the production of smokeless powder, plastics, and photographic film. The hulls are also used for livestock feed. So you see, there is absolutely no waste to the "cinderella seed".

## BLUE RIBBON STEAKS



Maybe you've seen occasional advertisements like this one at your favorite meat market..."We repeat our notable offer of 4-H Club Blue Ribbon beef."

What the advertisement means is that this store is selling beef from animals fed and cared for by 4-H members and shown by them at a fair where the winners were awarded blue ribbons. You probably know 4-H Club members are farm boys and girls who carry on farming and homemaking projects. They follow the newest and best in scientific methods in these projects under the direction of their County Extension agents.

### Grand prize winners...

Nearly 300,000 4-H members feed out meat animals each year...beef animals, sheep, and hogs. They show them at fairs and then sell them. You'll find 4-H exhibitors at livestock shows all the way from a little community fair up to the International Livestock Exposition and its wartime pinch-hitter, the Chicago Market Fat Stock Show.

As for how seriously these 4-H'ers take their projects...twice in recent years 4-H Club members won the grand championship over all exhibitors at the Great International And last December a 4-H Club boy, Ben Greve of Iowa, showed the grand champion of the Chicago Market Fat Stock Show.

### What 4-H Club meat means...

Shows and sales of 4-H animals will be going on now for several months and no doubt advertisers will be featuring 4-H meat from time to time. You might wish to tell your listeners what this means...that the meat is the finished product of a 4-H boy or girl's demonstration...that he or she was demonstrating for himself and his neighbors what good selection of animals, good care, and scientific feeding will do. Since competition is keen, the winning animal really has to be tops.

## CLOTHES FOR EUROPE'S NEEDY

News that UNRRA has shipped a hundred million pounds of clothing to Europe's needy holds a personal interest to thousands of U. S. farm families, according to Miss Alice Sundquist, Extension Clothing Specialist of the U. S. Department of Agriculture,

Reports coming to Miss Sundquist tell of the work done by farm leaders to urge rural people to take part in the drive. During the drive, neighborhood leaders and 4-H Club members visited farm homes in all sections of the country.

### Southwest women help...

An Arkansas farm woman...inspired by a letter from her soldier son telling of Europe's destitute...spent extra long days going on foot from one farm to another in her community to ask for clothing donations. A Vermont 4-H Club boy made a house to house canvas with his small wagon and collected 400 pounds of clothing.



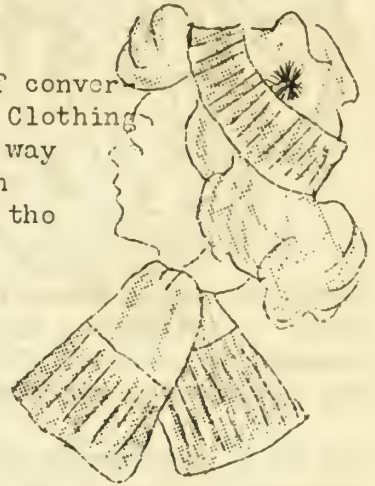
Throughout the country, the farm people responded generously to the call for clothing...that "We ourselves would be proud to wear", as one farm leader expressed it. In cases where the clothing needed mending or cleaning, home demonstration groups held repair clinics.

So, it's good news to the farm families that the clothing is reaching its destination overseas...and that distribution will be completed before Christmas.

### "TENDIN' TO THE KNITTIN' "

When mothers of the kindergarten set get together, topic of conversation is very likely to be..."Undies for the small fry". Clothing specialists of the U. S. Department of Agriculture say one way these mothers can boat the shortage is to make the children underwear from worn knitwear discarded by the grown-ups in the family.

How this can be done is described in a new U. S. Department of Agriculture bulletin called "Knitwear Make-overs". It gives pictures and descriptions of pajamas, night-gowns, slips, and panties made from worn knitwear. There are also clever suggestions for making use of the good part of old sweaters, socks, and worn knit dresses. Such things as little sweaters, coats, caps, mittens, scarves, and bedroom slippers can be fashioned from old woolen knitwear. Some of the ideas are good for Christmas presents.



Tell your listeners they may get a free copy of this bulletin by writing to the U. S. Department of Agriculture, Washington, D. C. As a special service to directors of women's programs, we are inserting a copy with this issue of ROUND-UP.

### STRANGER THAN FICTION

Some of the girls who have worked on farms during the war have bang-up stories to tell. Chances are, you've told them on your own programs. There's a 25-dollar Victory Bond awaiting the girl who does the best job of telling her story. The bond is the prize in the Women's Land Army essay contest. Subject is..."My Experience Doing Wartime Farm Work in 1945". The General Federation of Women's Clubs is the sponsor. Deadline for entries is December 1, 1945.

#### Contest requirements...

As a matter of fact, there are two first prizes. Both are 25-dollar Victory Bonds. One prize will go to a farm woman...the other to a non-farm woman. The farm contestant need not be a member of a federated club...but the non-farm contestant must be a federated club woman. Any local club affiliated with the General Federation can give you details of the contest.

Remind women and girls who have done farm work that there is still time to enter the contest. Entries should be sent...along with certification that the writer was a member of the Women's Land Army this year...to the General Federation of Women's Clubs, 1734 N Street, N. W., Washington 6, D. C.

## TURKEY STRUT



Those who pride themselves on their turkey-carving skill can give more vent to their talent during the coming months. An all-time record crop of gobblers is headed for market. Not only is production up 19 percent over last year's high, but all turkeys can now be sold on the open market.

The U. S. Department of Agriculture has announced that the War Food Order, which required turkeys to be set aside for government purchase, ended September 24. That order...in effect in the major producing areas since April 8 of this year...required that all processed turkeys which met Army specifications be offered first to government buyers. The armed forces now have an adequate supply for holiday dinners and can get the additional birds they need on the open market.

### Supply per person is larger...

It's estimated that 650 million pounds of turkey...dressed weight...will be available this year. Even after military needs are filled, that means about 4 and a half pounds for everyone in this country. And if you want to know how that share compares with our feasts of other years...before the war, the average civilian ate about two and a half pounds of turkey a year. And even in 1942 when we really went at our turkey eating in a big way, the average use was only 3.7 pounds.

Most of the increases in turkeys this year are in the larger flocks. The old method of raising small flocks around the farmstead is fast giving way to the more scientific commercialized method of turkey production in large flocks. Losses from disease and predatory animals are better controlled where the poults are raised in houses with wire floors for 7 to 8 weeks and then ranged under protection.

### Texas contributes...

California leads all states in turkey production this year with some 4 million birds, Texas is a close second, and Minnesota is third. These three leading states are producing about a third of the turkey crop. Other high ranking states are Oregon, Iowa, Utah, Missouri, Pennsylvania, Washington, and Nebraska. But production has increased in all states except Louisiana and Montana...where there was no change from last year.

You'll also be seeing more turkeys in October than usual. The trend toward production of earlier birds from January and February poults has developed during the last four years...because these early birds are easier to raise. There have been smaller death losses, and the Army has been paying a premium for early birds for shipment to service men overseas.



And you'll be seeing turkeys on the market longer. The increasing demand for year-round turkey dinners in hotels and restaurants has fostered the production of heavy broad-breasted birds for the freezer market. In the Pacific Coast States...where this type of production is more highly developed...over a fourth of the crop is marketed after January 1.

On a national basis though, nearly two-thirds of the crop will be marketed by Thanksgiving this year. The Christmas and New Year markets are expected to receive almost a third of the marketings, and the rest will be sold after the holidays.

### RECONVERSION POINTS

September 30 will be a red letter day for reconversion. That's the day...at midnight, you know...when we'll abandon war saving time and stop trying to keep all the clocks in the country an hour ahead of schedule. But 24 hours before it's time to set the clock back...homemakers will be giving thanks for another phase of the reconversion program...because it means they'll be able to make their red points go further.

Effective at 12:01 a.m., 'September 30...point values go to zero on the lower grades of meat...including utility, canner and cutter kinds. This means that luncheon meats, tinned and variety meats, sausage and most hamburger, will be off the ration list. But if milady's going to be choosy about her meat loaf or her hamburger...she may still have to pay ration points. For instance...if she buys the better grades of beef which are still rationed...and then has the meat ground into hamburger or meat loaf...she'll have to give up ration points for her purchase.

### A few reminders...

Southwest housewives don't have to be told about the advantages of using the utility, canner and cutter grades of beef...or reminded that luncheon meats, canned meats and variety cuts can make even the man of the house forget there ever was a meat shortage. Homemakers have been experimenting with these low grade meats since the beginning of the war...because they were able to fit these qualities into ration budgets with less difficulty.

As a result, menu-planners have found that...for many purposes...these low grades of meat are as good as the more expensive cuts. They've learned to cook utility, canner and cutter beef a long time at a low temperature...in order to make it tender and tasty. They've learned to broil canned meats for lunch...and to convert luncheon meats into tasty breakfast complements for scrambled eggs. Now...with ration points completely removed from these grades of meat...homemakers will want to celebrate by putting into peacetime practice the things they learned during the war.

### Fats still needed...

Along with the news that the lower grades of meat will be point free...comes the announcement that salvaged household fats will have a new value of four red points...plus four cents cash value per pound...effective October 1. This emphasizes the great need for salvaged kitchen fats to speed the reconversion program. Besides...it means that homemakers are going to have more red points to spend for the foods that are still on the rationed list.

## BEST BUYS IN FRESH FRUITS AND VEGETABLES

Cabbage is the leader on this week's list of best fresh food buys compiled by USDA's Production and Marketing Administration. And no wonder! Movement of one of the largest crops of late summer and early fall cabbage ever produced in the United States is really beginning to hit its stride. In normal times...a lot of this cabbage is used by commercial kraut manufacturers...but the war hasn't been over long enough for sufficient tin to be available to take care of this year's large cabbage crop. Of course...commercial kraut manufacturers will use some of this year's cabbage to put up kraut in glass jars and in bulk. But this will absorb only about a fourth to a third of the entire crop.

### Cabbage and potatoes...

The cabbage that's coming to market now is not the "storable" kind. That will be ready to sell later on. The early cabbage must either be put up in kraut or used in fresh form to avoid waste. Offsetting its lack of keeping ability...the cabbage on the market now is extremely adaptable and well stocked in food value. In the vitamin line-up are Vitamin C...particularly in raw cabbage...thiamin...riboflavin...and niacin. Minerals harbored in cabbage include calcium, iron, and some phosphorus. So...urge your listeners to serve cabbage...boiled, panned, scalloped...in cole slaw...or in combinations with carrots, raisins, apples, or nuts.

Almost as much in the limelight as the number one vegetable...is this week's runner-up. Potatoes...the backbone of every meal...are popular because they're plentiful, reasonably priced, nutritious and versatile. The prospective 1945 crop of spuds is now in second place in American potato history. With potatoes...as with cabbage...the supply that is sold early does not store well. But also like cabbage...the present supply lends itself well to recipe-experimentation...at a time when homemakers are just beginning to find time for such things again.

### Onions, carrots, sweet potatoes, fruits...

Onions also deserve the special consideration of food shoppers this week. Their popularity is rapidly increasing...as supplies from this year's crop become more plentiful. Famous for their flavor...onions are a suitable companion for potatoes and cabbage in any main course. Another vegetable worth mentioning again this week is carrots...which adjust themselves readily to either cooked or raw serving...and add a wealth of food value to any meal to which they're admitted.

And don't forget our native southwest item on the plentiful list. Louisiana's record crop is well on its way to market...along with good supplies from east Texas. A sweet potato's brown jacket wraps up a real prize package of food values. Gold color of the potato flesh is a sign of carotene wealth...which the body can turn into Vitamin A. Sweet potatoes also offer Vitamin C, the B vitamins, small quantities of minerals...and sugar without ration points. To help your listeners take advantage of the good supply...suggest baked sweet potatoes...hash brown sweet potatoes...sweet potato cakes...sweet potato and apple scallop...sweet potato puff...sweet potato pudding...sweet potato pie...and candied sweet potatoes.

Apples are this week's best fruit selection. The crop this year is small...and supplies are not expected to be too plentiful...but as the crop rolls in, homemakers will want to take advantage of it for apple sauce, baked apples, pies, and salads. Other fruit selections include oranges and peaches...with grapes, prunes, and pears still among the leaders at scattered markets.



"Best buys" at key markets...

- ARKANSAS: Little Rock....Cabbage, onions, carrots, Irish potatoes, California oranges, Washington apples.
- COLORADO: Denver.....Cabbage, carrots, onions, Irish potatoes, green peppers, tomatoes, apples, grapes, peaches, fresh prunes.
- KANSAS: Topeka.....Peaches, apples, oranges, cabbage, Irish potatoes, sweet potatoes.
- Wichita.....Peaches, fresh prunes, oranges, Irish potatoes, lettuce, onions, cabbage, cauliflower.
- LOUISIANA: Baton Rouge....Irish potatoes, sweet potatoes, cabbage, carrots.
- New Orleans....Irish potatoes, onions, cabbage, tomatoes.
- NEW MEXICO: Albuquerque....Irish potatoes,, sweet potatoes, cabbage, carrots, turnips, cauliflower, dry onions, local apples, cantaloupes, bell peppers, cucumbers, oranges.
- Gallup and Santa Fe
- OKLAHOMA: Oklahoma City..Apples, cabbage, carrots, onions, Irish potatoes, tomatoes.
- TEXAS: Fort Worth.....Irish potatoes, sweet potatoes, onions, cabbage, carrots, apples, oranges, pears, peaches, grapes.
- Houston.....Irish potatoes, cabbage, carrots, onions, peas, pears, grapes.

CABBAGE RECIPES

Here are a group of recipes...approved by the Bureau of Human Nutrition and Home Economics...to help your listeners take advantage of the plentiful supply of cabbage:

Panned Cabbage...

Cut the cabbage in small pieces...but do not shred it. For each quart of the prepared cabbage, allow 2 tablespoons of fat. Melt the fat in a heavy flat pan. Add the cabbage, and cover to hold in steam. Cook slowly until tender but not mushy... stirring now and then, so that the cabbage won't stick to the pan. When ready... after 5 to 15 minutes...add salt, pepper, cream, meat drippings, or other seasoning. To vary the flavor of panned cabbage...add a little chopped onion or leftover bits of meat when the cabbage is almost tender.

Cabbage and onion salad...

Shred cabbage and cut onions into thin rings. Season with salt, celery salt, pepper, and paprika. Mix with salad dressing and serve on a cabbage leaf.

Cabbage and carrot salad.,.

Use equal parts of shredded cabbage and chopped or grated raw carrots. Mix with salad dressing until well blended. Add ground peanuts, if desired. Serve on lettuce.







